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NEW PRESIDENTIAL DIAMONDS
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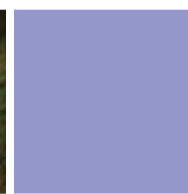
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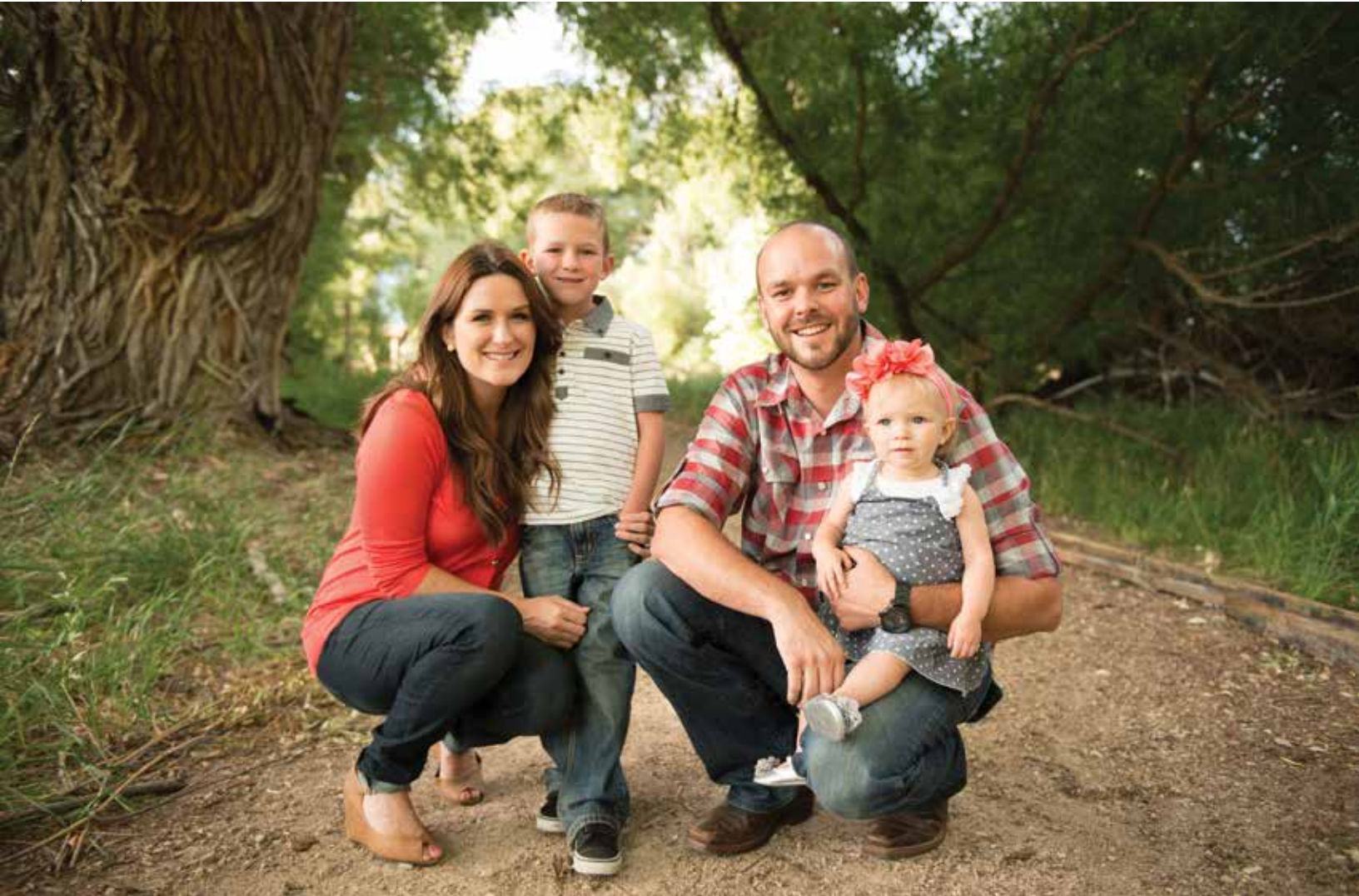
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Congratulations on Reaching Presidential Diamond

Nate & Brianne Hovey



Why did you decide to commit yourself to the dōTERRA business opportunity?

(Brianne) My stepsister called me and said, "I just found this incredible company and I want you to build a business with me." At that point, we'd already had our experience with the dōTERRA oils and knew they were different from any other brand.

Also, we were looking for something. We were looking for an opportunity to become our own boss, have residual income, and a lifestyle that we'd always dreamt about. So, when my stepsister came to us with the opportunity, we really didn't even think it over. We jumped in with both feet. I traveled, taught classes, and jumped in more than full time because it was our only

income. There was no doubt in our minds that we were going to be successful with dōTERRA. We just went for it.

What advice would you give to someone who is just starting to build their business?

The first thing you have to know is why you want your own business, because the reason why you want your own



business has to be strong enough to get you through the hard times that you're going to encounter no matter what. So, the first thing is for you to dig deep, figure out what you're really looking for and what you want, and then create a vision around that. You have to see yourself doing it and make the decision that you're not going to give up until you get there. When you get into dōTERRA, you have to decide that no matter what it's going to work, no matter how much time it takes. I believe you should set a goal and a date of exactly when you want to hit; if something happens and you don't get there, you don't stop until you do. There's no date on when you're going to make this happen. You're either going to do it, or you're not going to do it. You'll get over those humps, you'll learn from your mistakes, and you will experience many failures. Through that, not only will you get where you want to go, but you'll become the person you want to be along the way.

What kind of mindset did you have to have in order to hit Presidential Diamond?

After we hit Diamond, we started shifting our focus from us. In the beginning it was so crucial that we hit Diamond for financial

reasons, but then we shifted our focus to our leaders and helping them achieve their rank goals. By doing that, it pushed us up in rank. When we pushed our leaders and helped them hit their dreams and their goals, we automatically progressed to Blue and Presidential Diamond. If you're focusing on only yourself, then your people will be stuck. If you're trying to hit Diamond and you only need four Silvers, then you're never going to help your people progress and see what they can become and push them to new levels. You need to push them every single month and help them see it for themselves.

How do you support and motivate your team?

We are about progression and movement, and all in their timing. There's patience required. Some people might not move as fast as we want them to or see that they could, but everyone has a different timing with dōTERRA. We've had leaders that have been doing the business for two or three years and all of a sudden they wake up and say, "I really do want this," and they hit Diamond overnight. It's about their timing. You have to be sensitive to that.



Steps to hitting Presidential Diamond

- 1 Find people who have aligned visions with you.** If you're pushing somebody to do this business and they're not wanting to, it will never happen. It took us a while to find the leaders we have now and they are in it. We learn from them every single day.
- 2 Give up control.** I had to shift my focus to mentoring my leaders to be their own leaders. You have to realize that it can't be about you. We had to shift everything into helping them see themselves as leaders. We're not doing it for them anymore.
- 3 Be accountability partners to your leaders.** We do one-on-one mentor calls with all our frontline. Weekly we talk to our leaders about what their goals are for the month, where they're at, and what we can do to support them. Then we hold them accountable to turn around and do that with their frontline.
- 4 Don't mentor your third level without the second level present.** We'll only mentor our third level if their upline is on the phone with us. The reason for that is not only are we digging deeper into our organization and helping train our people, but we're duplicating ourselves. We're teaching our second level how to do what we're doing.
- 5 Duplication is key.** I've learned I can't do this on my own. If I'm not going to teach other people to do it, there's no reason I should keep doing it. I'll be spread thin. I won't get anywhere, because there's only one of me. If I'm not willing to teach somebody and hold them to it, then we won't grow.
- 6 Feed your team's "why."** The majority of their whys are going to be because they're helping other people and because the products work. I don't know anybody whose why does not include that. So, you have to include education on the products. When you inspire people about what they're doing, they're going to keep doing it. That's why we never stop, because it feeds our soul.

■ Gordon & Julie Herbert

Step Up to the Plate

It was the Peppermint oil that convinced Julie Herbert to convert to dōTERRA. She had been using essential oils for more than 18 years, but once she tried the dōTERRA Peppermint, she could not go back to the oils she'd used before.

For her husband Gordon, it was the company that helped him switch to dōTERRA. He says, "Knowing the owners and who they are and what they stand for—that made a huge difference."

The Herberts were experts on essential oils when they came into dōTERRA, but still found that they had hurdles to overcome while growing their new business. Julie says, "I think it's an individual growing process. When a person grows individually, the business grows as well."

Julie says they basically have "a big coaching job." They know it's important to be disciplined and caring. Julie says, "You work whether you're in the mood or not. You put in the hours, assist others, and really care about people. I think when you care about other people more than you care about yourself, you will grow."

The Herberts have sometimes encountered the challenge of helping their team see themselves as leaders. Julie says, "Sometimes they have the skills, the talents—they're the full package, but we have to help them see that." She helps her team see their potential by accepting them where they are, but continuing to encourage and support them. "We let them know that we're there and we're willing to

coach if they're willing to step up to the plate."

Gordon says, "The important thing is allowing them to create a vision and see their potential, then give them the confidence and support to help them feel comfortable and confident enough to do it."

Reaching Diamond doesn't mean they're done helping their team succeed. Julie says, "We want to see others be successful. Sometimes I think we want it more than they want it for themselves. We want to see them shift and overcome and be successful. You just have to keep coaching and keep working with them. Once they experience success, it energizes them to keep moving forward."





“Our kids are just amazing. We have three kids who use the products and use them on the grandkids. They are building dōTERRA businesses for themselves as they share and use the products.” – Julie

“If you make your classes too complicated, then it isn’t fun and people won’t engage. When we just relax and have fun instead of stress out and worry too much, it comes naturally and it comes easily. People pick up on your energy.” –Julie

Achieving Diamond as a Team

“You can’t do this alone. If you have no players, there’s no team, and there’s no going Diamond. It’s about finding those key players and coaching them.” – Julie

- Understand the compensation plan and what it takes to reach your goal.
- Assess your team and look at where they are.
- Pull people together and work as a team.
- Find people to be team captains for their specific team.
- Stay in contact and give support and encouragement.



■ Dena McCaffree

A Desire to Help



Nine months after enrolling in dōTERRA, Dena McCaffree received a phone call from her upline telling her she was going Silver. "I said, 'What does that mean?' I had no idea what it all meant. To me, it was never about the money."

When Dena first found dōTERRA, she wanted nothing to do with the business, but she wanted to give the oils a try. She was amazed with the results and it became very natural for her to share essential oils with other people. She says, "I wanted others to experience the miracles that I've seen in my own life with dōTERRA."

"I want to make sure that my whole team knows they can come to me for help."

Dena decided she wanted to put enough people under her to pay for her product, but had no real intention of doing the business. When she hit Silver, her upline told her that she was a leader and needed to focus on helping her team. "That is what I enjoy, helping people learn, so I decided to look into

the business side." Within 19 months of enrolling, she hit Diamond. "I was just having fun helping people feel better. That is still my focus."

Dena shares, "Growing up, I experienced major anxieties whenever I had to speak in front of my class in school. That improved when I started sharing dōTERRA because I am passionate about the results. It's because of the joy it brought me, and how it changed my life. I know I need to share with other people what I have learned!"

Dena encourages people to go big and start with a Diamond kit. "It saves them the most money. My team sells a lot of them."

“I put a packet of information together for everyone who attends my presentations. I was told that people retain 10 percent of what you tell them.”

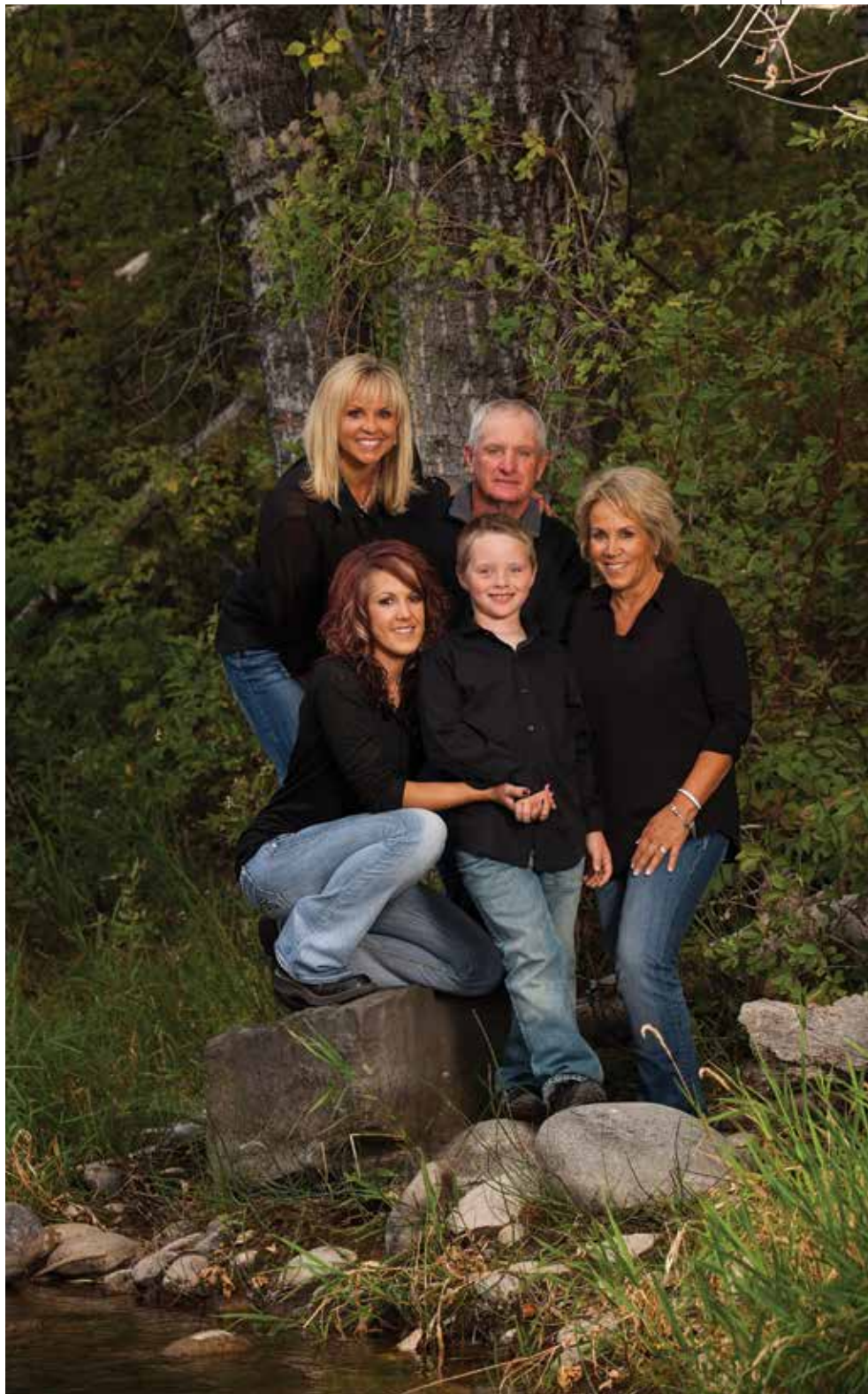
FOCUS ON HELPING

- ✓ Focus on helping people heal; compensation will come naturally.
“It will happen when it happens.”
- ✓ Be sincere and honest with those you approach.
- ✓ Have compassion in your heart.
“People will feel if you have compassion in your heart and if you really care about them or if you’re out there doing it just for the money.”

Somebody once asked me, ‘How are you selling all these kits?’ I said, ‘If you can’t afford one, you think no one else can, right?’ She said, ‘Yeah, I’m afraid to ask.’ Don’t be afraid. You will never know what a person’s response may be until you ask.”

Dena knows that you have to keep talking to people so that you can fill up the seats on your Ferris wheel. Every time it goes around, people get off and enroll. Your Ferris wheel will get empty unless you are always out there sharing and talking to people.

“Don’t make judgmental assumptions about people you encounter.”



■ KC & Jessica Moultrie

Committed to the Success of **Others**

Jessica Moultrie experienced big changes in her family because of dōTERRA essential oils. Despite those changes, she was not attracted to the business. It wasn't until Jessica saw that building a dōTERRA business could get her out of the corporate world and back home with her family, without sacrificing her income, that she became interested. Today, as she builds her business, Jessica tries to find mothers who have that same dream. "My target audience is strong women who have business backgrounds and want a different option that allows them to be home with their family."

She always makes sure to sit down with her team members one-on-one to "help them find their fire." Jessica says, "I think that vision is critical to having the perseverance to stick with dōTERRA. It's important to have that solid clarity of vision that you want to establish for yourself, for your family, and for others." Once her team knows their vision, she doesn't have to motivate them—they motivate themselves. "If you can work with people to help them discover that clarity for themselves, then they're on fire and all you're doing is trying to inspire them along the way."

The most important way to inspire her team is by setting the example. "You have to be engaged. You have to be doing all the things



"My husband connects really well with my target audience. He's brought a couple builders into my organization just by telling them about my success and by sharing the product with them."



JESSICA'S ADVICE FOR REACHING DIAMOND:

BE CONSISTENT.

Make contacts, follow up, and be really clear with everyone. The clearer you are when you approach people about the business, the more attractive the opportunity will feel to them.

HOLD EVENTS.

In the beginning, people are uncomfortable holding their own events. It's nice to have an outlet that you provide regularly.

WORK ON PERSONAL DEVELOPMENT.

You cannot achieve that level without being the best leader you can be.

FIND YOUR TARGET AUDIENCE.

This will help you to more easily identify people that you're willing to work with and build your business with long term.

FIND SOME BALANCE.

Enjoy the ride. It doesn't happen overnight. Celebrate the small successes.

that work and you can't stop doing them." Jessica knows it's important to show her team that she won't leave them alone, and that she will help them until they can do it for themselves. "It does take a lot of energy to do that, but it's worth it. When people figure it out for themselves, they just take off. It's very cool to see people develop into tremendous leaders."

The key to helping her team is effective follow-up. "You have to build a relationship with people. Show that you really care about their situation, because when you do that, they don't mind you following up with them. If you establish a foundation of trust with people, then they let you in. It's a lot easier to help them achieve their goals because you're

listening to what their goals are instead of just your own agenda."

Jessica feels responsible for her leaders' success. "I feel a personal weight. I brought them in and some of their success is dependent on me helping them. I feel as committed to their success as they are."



■ Jeremy & Micki Boberg

A TEAM OF Diamonds

“Don’t reinvent the wheel. We have everything you need. This works. It’s already proven, so try it and see how it works for you.”

For a long time, Micki tried many different careers as she tried to figure out what she wanted to do with her life. She earned her degree in business, but she has since worked as a reflexologist, a real estate agent, and a pharmacy technician, to name a few. She tried many different network marketing companies, and none of them ever worked out. A year after she married her husband Jeremy, they bought a farm in the hopes of turning it into a wellness center and the mortgage made financial security even more important.

She says, “When my friend called me and told me to go look at dōTERRA, I can remember sitting down and looking at the computer and thinking, ‘This is it!’” As she tried out the essential oils and saw how they helped her and her family, she began to see that dōTERRA was an answer to her prayers.

Today, she doesn’t even feel like she’s working. “I’m doing what I love to do. I’m helping people and it just seems like whenever you start helping people, it just starts working.”

Micki knows that everything she’s accomplished with dōTERRA is not about her, but about her team—they reached Diamond together. “I cannot say enough

“You have to be a product of the product. Don’t try to sell something that you don’t use yourself.”



“PEOPLE ARE PRAYING TO FIND US, TO FIND THE MIRACLE, TO FIND WHAT WILL HELP THEM. WE HAVE THAT MIRACLE FOR SOME PEOPLE. THAT’S WHAT WE FORGET A LOT OF TIMES. WE GET SO BUSY WITH LIFE THAT WE FORGET WHAT A MIRACLE THE OILS REALLY ARE AND HOW THEY AFFECT OTHER PEOPLE’S LIVES.”

The Secret is **TEAMWORK:**

- Make clear goals
- Work together
- Be consistent

about how great my team has been. My leaders keep me going and keep me inspired. We inspire each other.”

She knows that building strong relationships with her leaders has made the difference in her business. “We have to take time to listen and work on a personal level with other people. It’s not about what that person can do for you; it’s what you can do for that person.”

Her entire team works to support each other. On their Facebook page, they recognize what other team members are doing every month. “They’re really good at promoting each other even though they’re on different legs. They all work really well together.”

Micki also knows the importance of teamwork in her family. When she first did Diamond Club, she sat down with

her family and told them what she was going to do and that she needed their help. “And so my family has been really consistent with helping and my team’s been consistent because we were really clear with our goals.”

In the end, she says she could’ve never done it without the support of her team. To her, all of them are simply “Diamonds in the rough.”



Jerry & Brandi Burdine



A Business of Support

Brandi Burdine knows she could never have succeeded in her dōTERRA business without her husband Jerry. "My husband has been supportive since day one," explains Brandi. "He has always believed in me. He knows I'm a businesswoman, and he trusts that it's going to work. He also loved the oils from the beginning."

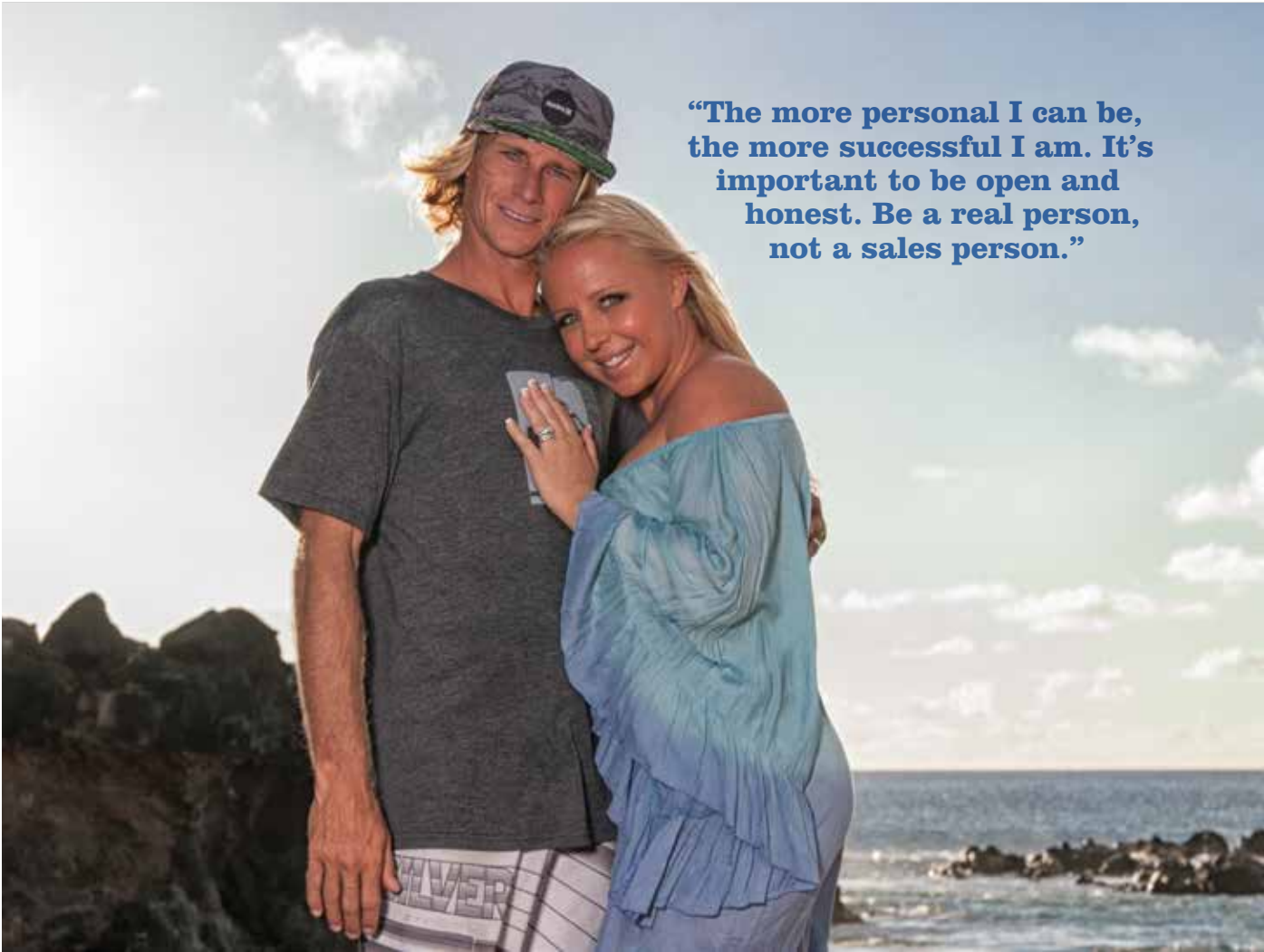
Jerry was working double shifts when Brandi started her dōTERRA business. Today, he is able to spend more time at home with the kids, which helps Brandi when she travels or has events. "I call him super dad. I in no way could've done any of this without him."

When she was first introduced to essential oils, Brandi experienced some amazing results. She went to Teresa Harding's event in March 2012 and found herself in tears. "I said, 'This is my purpose. This is what I'm supposed to do with my life.' I went full force after that. I remember saying I would be Diamond in one year. I hit Diamond in March of 2013."

Brandi never accepts excuses from her leaders. She built her business while her husband worked two full-time jobs, she had four kids at home, and they didn't have a car. "If I can do it with all that, anyone can do it."

A natural businesswoman, Brandi struggles explaining to others what she does to bring about her success. She says, "I just work with my team a lot. I really think working with your team is one of the most important things you can do. If you all work together and stick together, it grows faster."

Brandi is so excited about dōTERRA products and the business opportunity that she has no trouble sharing it with those around her. She just shares how much dōTERRA has changed her life. "I'm an open book. I feel like they need to know that I did this in a year."



**“The more personal I can be,
the more successful I am. It’s
important to be open and
honest. Be a real person,
not a sales person.”**

“The best thing for me is being able to share this lifestyle with people. I give other people help—single moms, anybody who’s struggling. I know what it’s like living paycheck to paycheck. I feel grateful that this is what we get to do.”

The more success she has, the more people come to her, wondering how they can have what she has.

She always tells her team to stay positive. “I encourage them to not give up. This is the most rewarding job in the world. I don’t know how I can call it a job sometimes. I tell people to enjoy it, give, and just have fun. If you believe you can do it, you can do anything.”



HOW TO FIND STRONG LEADERS:

- 1** Share your story with everyone.
- 2** Help them have an experience with the oils and get passionate about them.
- 3** Look for people who are highly motivated.
- 4** Don’t pre-judge anyone. “You don’t know how the oils are going to affect somebody. It could change everything.”

■ Max & Cherie Garrett

Enjoy the Ride

Cherie Garrett likens building her dōTERRA business to a train ride. "And we're not getting off," she says. "You will go to heights and it will be like a bullet train. Then you go down through the quiet valleys. That's when we train and duplicate."

Cherie had been involved in a direct sales company before and did not enjoy the experience. She says, "My feelings were that I would never get involved with another one. There was too much paper work and too much time involvement for too little return." Her husband Max asked her if she would ever get involved in direct sales again if she found the right product and a simple, duplicable plan. She firmly told him, "No!"

Two months later, a friend introduced her to dōTERRA. She used the product for a week when her friend in the business shared with her how simple this business could be. She saw that dōTERRA oils are useful for everyone. She also saw that it would be easy to show people how they could buy them at a wholesale price and have an online shop for a year to purchase more products. She says, "It was very achievable. We don't sell the oils, we share them."

Cherie soon learned the importance of holding weekly events. "It's important because dōTERRA is a people business. We need each other to share experiences, learn, and grow individually." She keeps events simple and makes sure not to talk too much. She always takes the lids off the oils and passes them around so everyone can experience them for themselves. She also does other incentives to get people excited, like free oil giveaways or an AromaTouch gift voucher for anyone that brings a friend.

"I COULDN'T HAVE ACCOMPLISHED WHAT I HAVE WITHOUT MAX'S SUPPORT. HE PICKS UP ALL THE BITS THAT I MISS WHEN WE ARE EDUCATING. I LOVE THAT!"



“We find personal testimonies are great. We listen and see where the conversation leads—either health or wealth (the lack thereof). Then we know how we can help them.”

Cherie can also testify to the importance of a strong downline. She says, “My downline is so encouraging and creative. They love to learn, they’re great listeners, and they want to follow in the footsteps of others that are successful.” They bring a mixture of experience and abilities to the table and help strengthen her where she is weak.

In the end, she knows she made it where she is because she never gave up—she never got off the train. “We moved around a lot and it was a stretch for us to build along the way, but I knew that we were on a mission to be ambassadors of these oils. So, we did our best to help people as much as we could until we settled and established ourselves.” Today, she knows every step of the journey was worth it. Her advice: “Enjoy the ride!”



STEPS TO FOLLOWING UP

- ➔ **PICK UP THE PHONE WITH INTENTION.**
- ➔ **SMILE.**
- ➔ **BE READY FOR QUESTION AND ANSWER TIME.**
- ➔ **ASK “WHEN IS A GOOD TIME TO CALL? MONDAY OR TUESDAY, MORNING OR AFTERNOON?” THEN THEY HAVE CHOICES. WE ALL LOVE CHOICES.**

**“PEOPLE FEEL CARED FOR AND VALUED WHEN THEY ARE
FOLLOWED UP WITH.”**

BUSINESS TIPS

from Fred & Carrie Donegan



Fred and Carrie Donegan successfully achieved Diamond in just 56 days! Though they had been working with another network marketing essential oils company since 2005, the Donegans found that people who had never wanted anything to do with essential oils were eager to get involved with dōTERRA. Fred says, "It wasn't like we waved a magic wand and everyone jumped from one spot to another. Our team is a mix of those who decided for themselves they wanted a different option and those who have never even held an essential oil before but were drawn to dōTERRA because of its mainstream appeal."

The dōTERRA brand and quality made a difference for the Donegans, but they definitely didn't get to where they are without a lot of hard work and good business knowledge. Here's some advice from them on how to grow your dōTERRA business:



BUILD IN A SUSTAINABLE WAY

"Network marketing is about being in a network, which means that you have other people just like you doing what you do all day long. That's really what makes it sustainable. That's how we were able to do it so quickly. People understood that right away. Think of yourself as a coach. You're putting them on a challenging path, and you need to call them regularly and say, 'How's it going?' You need to be in contact with that person because you want them to succeed." – *Carrie*



MAKE A CHANGE IN 90 DAYS

"If you're going to make a change in your life, you have to do it one step at a time and you have to do it in 90 days. That's always been our plan, to help people get healthier. It's really effective. Instead of trying to handle six different health concerns, just pick one and focus on it for 90 days. If you focus on one at a time, then you're not going to quit and you're not going to feel like a failure. You're going to have an experience that you can talk about with the next person." – *Carrie*



MAKE YOUR TEAM ACCOUNTABLE TO THEIR GOALS

"We're not drill sergeants demanding things of people. People have enough worries in their day. When you create an environment that is comfortable and invite someone to share a personal goal, then they'll not only share it, but they'll stick with it. They've made a public commitment to you and a personal commitment to themselves. Those two work hand in hand to equal success. You need both elements. You have to be personally committed and you have to be publicly committed to someone who is encouraging and who will stand by you. When you have both of those things, you'll have a huge success rate." – *Fred*



DIVIDE RESPONSIBILITY BY ABILITY

"Carrie is a guru in the oils. She knows so much and she loves the scientific side. She can tell you things that just make my head explode. I can't even understand what they are. She knows that side, but I like more of the business side. I like taking to all those people and helping arrange them in a manner where they can help each other." – *Fred*

"Fred is a dynamic person when it comes to building relationships and dealing with many different kinds of personalities. He's one of 11 kids and it's always been exciting for me because I'm an only child. I was raised under the guise of 'it's all you, do it yourself, nose to the grindstone, don't ask for help,' and that's a very slow way to build a network marketing business. Fred has such great skills when it comes to helping people bring out their strengths, recognizing people's talents, and helping them achieve their goals. He can help people work, build their careers, and stay focused and energized, and I can kind of be on my own a little bit more as a resource person. It's a nice combination because we don't do the same job and we stay out of each other's way." – *Carrie*

.....

"You have to be personally committed and you have to be publicly committed to someone who is encouraging and who will stand by you. When you have both of those things, you'll have a huge success rate."

■ Terry & Maria Heuser-Gassaway



A Personal Touch

Maria Heuser-Gassaway has used essential oils all her life, but soon discovered that dōTERRA oils were more effective than anything else she had ever worked with. She started sharing them right away and hit Founder in a matter of months.

Unexpected difficulties arose in her life, and it wasn't until two years later that she started to work on growing her dōTERRA business again. Her husband, Terry, quit his job to join her full time and, though he had been an IPC for years, discovered for the first time some of the amazing products that dōTERRA has to offer. Working together, they were able to achieve Diamond.

"Terry hit the road and stayed on the road for months on end until we had gotten our team lit up and solidified," says Maria. "That was our mode of action. We decided who we wanted to work with and we stayed with them until they were successful. We're still in that process."

"Go in with your heart, just be ready to experience and receive whatever there is, whatever comes. Don't be attached to the outcome, but become attached to the people."

– Maria

“Maria is so phenomenal. I’m the one with a college degree, but she can look at our organization and something that takes me hours, she can find in minutes. I support her by encouraging her in her areas of strength and by listening to her.”
– Terry



HOW TO IMPROVE RETENTION

ENROLL ONE-ON-ONE.

“If you have a class of 12 people, you don’t have time to sign up all 12 people after that class. We found it to be really successful to spend a couple days in that area meeting with the people that came to the class. When we did that, our enrollment was 40–80 percent.”

Because they worked so closely with their team, they became personally attached to their success. Maria says, “When you’re with them in their trials, their heartbreak, their success, and their community, it’s a completely different experience. It’s not about the money at all. You know that you want these people to have success, you want them to reach their dreams, and you want them to know how to even create dreams.”

Terry says with his corporate background it was hard not to direct

OFFER THE PRODUCT AS A

LIFESTYLE CHANGE. “We set up a program so that it’s not just a one-time purchase, it’s a lifestyle change. That’s the kind of language we use.”

mail the entire county and have a million people sign up. Instead he found himself meeting with families one-on-one in their homes, talking to them about their problems and how he could help. He says, “I don’t know how you can do it any other way, because the relationships that come from that are so crucial to long-term success instead of short-term gain.”

That success can only come through action. Maria says, “It’s so easy to do this business in your head. You have to

HELP THEM HAVE AN EXPERIENCE.

“I try to get people engaged for at least 90 days, then they can make the decision on whether or not it’s something that’s really helping them. If people are willing to do that, then—because of the quality and the efficacy of the products—the retention rate of our group is 73 percent.”

wake up and do it. A lot of times that space between knowing what to do and creating it is just doing. As you start doing, you’ll know what to do.”

Terry knows that anyone can be successful with dōTERRA. “I’m amazed at how, if people will put forth the effort and be smart about how they build, it will come. Just have faith that the hard work will pay off. Be flexible and know that you will be rewarded.”

■ Clay & Jessica Iddings

Sharing from the Heart



"I BELIEVE IN GETTING UNCOMFORTABLE, BECAUSE I BELIEVE THAT'S WHERE GROWTH HAPPENS."

For Jessica Iddings, the secret to success is building relationships with everyone you work with. She says, "This is a relationship business. You have to gain their trust, and the rest just follows."

Jessica's 13 years as a massage therapist helped her understand the importance of having a relationship with her clients. She learned how to listen to their needs and complaints. She makes it all about them. She says she never sells the essential oils, she only shares.

"I've had people say, 'You are a terrible business woman,' because I'm not a pusher. I want my clients to believe in these products. I want them to say, 'I want what you've got.'" She always tells new consultants to start out by sharing from the heart.

"Make a list of people that you know that have health issues or that you've seen struggling and those are the people you approach. Reach out to them and give them the chance to see something natural that's going to help them."

Jessica used to think essential oils were "a bunch of junk," but changed her mind when they helped her struggling son. She says, "I remember feeling like I was totally

“Anybody can do this as long as you believe in yourself.”

failing as a mom because I couldn't help my child. When I felt the empowerment that came with using essential oils, I decided that I wanted other moms to feel what I felt. I wanted to be able to empower other people.”

Before she started using dōTERRA, Jessica had never wanted to be a part of network marketing. When she attended her first convention, she said she could feel the integrity and the heart of the owners of the company. “That’s what really changed it for me—knowing that I’m a part of something more than just network marketing. I’m a part of something that really has the heart to change the world.”

Her husband has been one of her main supports as she’s worked to build her business. She says, “If I get frustrated because I only got three enrollments, he’s always bringing me back to the heart of it. He tells me that it’s OK because we’re still changing lives; we’re still educating and helping people grow. He’s always making sure that I see the positive.”

In the end, it’s her experiences with the product that keeps her moving forward. “It’s easy because it’s a product that I believe in. I’ve seen changes and results happen. I know that when I’m telling someone this product will help them, there’s no doubt in what I’m saying. I know this can change people’s lives.”



HOW TO BUILD A RELATIONSHIP WITH CLIENTS:

- Talk less, listen more.
- Meet them where they are.
- Let them be in control of their health. Don’t tell them what to do, but work with them to figure out what they need.
- Gain their trust. It’s not about you, it’s all about them!

**“My leaders are not just my leaders, they’re my friends.
We all want nothing more than to see each other succeed.”**

■ Kiley & Nora Johnson

Sharpen Your Ax

When Kiley Johnson first brought home dōTERRA essential oils, his wife Nora thought he'd gone "cuckoo." She told him not to even try using the oils on her, because he would just be wasting his money. Over time, she began to see that the oils helped improve her husband's health and that their children began going to him for help in using essential oils. But it wasn't until she had her own experience with the essential oils that she started to come around to the idea of working with dōTERRA.

Kiley took her to a dōTERRA class for product consultants and Nora was impressed that they didn't talk about

how much money you could make, but about educating, teaching, and helping other people. Nora knew this was a company she could get behind. Today, she does three-fourths of the work running her and her husband's business.

Nora says that sharing dōTERRA is something that fits in easily with her daily life. She brings the oils with her to her kids' sports events. She says, "The track team kids know to go to Mrs. Johnson." Any everyday event can become a sharing experience. One day her phone broke and she had to go into the store to get it fixed. The man at the counter asked her what she did for a

living, so she told him about dōTERRA. He was immediately eager to learn more. Nora says, "I'm not always about my own thing, but when I see a need and someone asks me a question, I will definitely share."

She always tells new consultants that it's important to learn how to teach a good class. "If you really want to get out of your warm market, you have to learn how to teach classes. That's how you get your friends' warm market and then the warm market of those friends." She starts new consultants off by setting up four classes within a week and working them gradually into teaching.



“YOU’VE GOT TO STICK TO THE BASICS. YOU CAN’T JUST THINK, ‘OH, THIS WEEK I’LL WORK REALLY HARD AND THEN I’LL TAKE A MONTH OFF.’ IT’S A DAILY, WEEKLY, CONSISTENT COMMITMENT TO SOMETHING AND YOU DO IT NO MATTER WHAT.”

BUSINESS TIPS

1

Keep educating yourself, attend classes, and read a lot.

2

Set goals and put them where you’ll see them every day.

3

Teach 1-2 classes a week.

4

Follow-up with your leaders regularly.

While Kiley still works full time running his own business, he and Nora work to divide and conquer their responsibilities between work and family. She says, “We have six children and they’re involved in a lot of things, and we want to be there. We try to schedule everything around what our family does, because that’s the most important to us.”

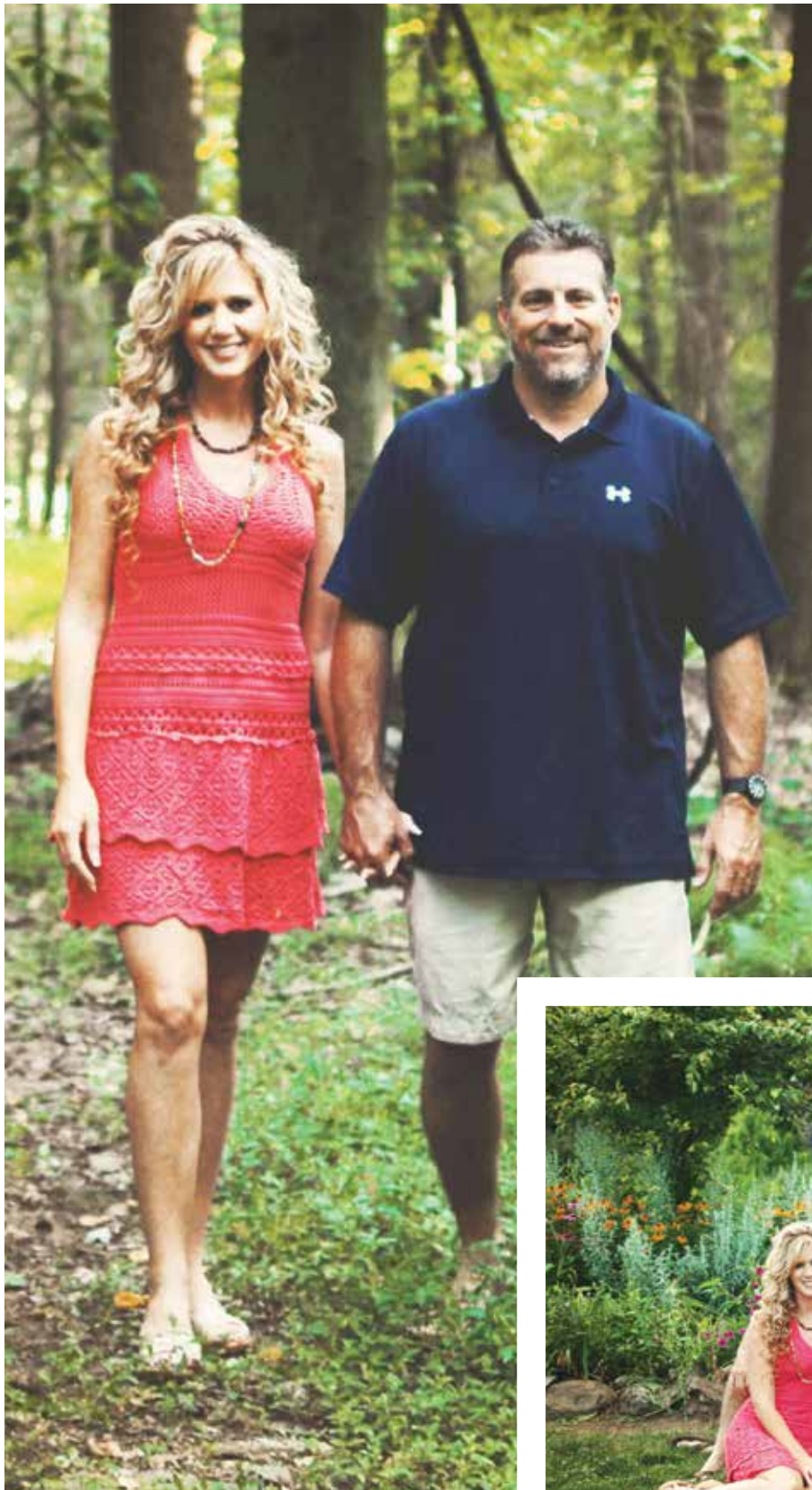
For Nora, keeping balance in life is just as important to success as anything else she does. She often tells her leaders a story about two men in a wood-chopping competition. One man thought he would win because the other man took a break every hour for 15 minutes. At the end of the competition, the man who had taken regular breaks had chopped twice as much wood as the other because he hadn’t actually been taking breaks—he’d been sharpening his ax.

Nora says, “That’s kind of my motto now. I tell people when I’m teaching and training them, you can perfect your class all you want, but if you don’t work on you and your confidence, you won’t grow.”

“My sister, Diane Shephard, reached Diamond before I did. She has always been a great support. She’s been my cheerleader and I’ve been hers.”



Jen Kruba & Jeff Frey



“It’s just those little things you do consistently every day that make all the difference. Just get something in the schedule that you’re consistently doing and sharing and then it all comes together.” –Jen

“Never give up. Stay focused on your goals.” – Jeff



Empowering OTHERS

Jen Kruba had been using essential oils from another company for years when she found dōTERRA. She started testing the quality of the dōTERRA essential oils by using them on her massage therapy clients and her children. She says, "Nobody had any sensitivity to anything and they gave me better results, so I completely switched over because I felt more confidence in the dōTERRA products."

With the other essential oil company, Jen was more of a product-user than anything else. She didn't feel comfortable with multilevel marketing. With dōTERRA she says the business-side is not what's emphasized. "I feel like you're not selling, you're only sharing something that's benefiting everyone's life and health."

Her partner Jeff Frey got involved when he saw Jen's passion for essential oils. He went to convention with her and

was impressed with what the business had to offer. He says, "I grew up in a traditional business mindset. I was always pretty opposed to multilevel marketing. I wish somebody would have sat me down a long time ago and explained it to me, but the difference is the products work."

Running their business has been a process of learning how to complement each other's strengths. Jen knows how to teach families about the oils, and Jeff has years of business experience to bring to the table. They've also had to learn the art of saying "no."

Jen says, "We tend to have a lot of our team members rely on us to do everything for them, and that's kind of where we get stuck. We've learned that we have to love them in a way that allows them to grow and be empowered. We're really hurting them by doing the work for them."

They've found that when their leaders have to teach a class for the first time, they are nervous and afraid. "They're uncomfortable through that process, but now we look back and laugh. Now they're empowered and they're strong and they love teaching. They never would've done that if we didn't help them and push them."

Jen shared the story of how Jeff one day signed up the men who were over installing their pool. She says, "He's so great at down-to-earth talking to people, listening, and helping them with their problems. It's just about loving people, sharing the product, and showing them how to use it. It takes off from there."

Jeff says, "If you'll use this product and be open-minded, you're going to become a sharer, and it becomes a natural business opportunity."

“Keep it simple. Master one thing. Don't get distracted. A lot of people make it more complicated than it needs to be. Just do the blueprint that's been successful, that's been in place from the very beginning. It works.” -Jeff

HOW TO SUCCEED WITH dōTERRA

- 1 USE THE PRODUCT
- 2 SHARE THE PRODUCT
- 3 DUPLICATE



PROGRESS REPORT

In August, construction workers began the setting of the steel beams that will form the skeleton of the four buildings on the new dōTERRA campus.

Progress Report on the New dōTERRA Headquarters

The future dōTERRA corporate headquarters are starting to take shape beneath the shadow of the majestic Mount Timpanogos. This August, they began the setting of the steel beams that will form the skeleton of the four buildings on the new dōTERRA campus.

Contractor Rod Lawrence, with Jacobsen Construction, predicts they will have the exterior skin of the building up this fall and will finish the roof before winter.

HIGHLIGHTS OF THE NEW dōTERRA HEADQUARTERS, COMING LATE SUMMER 2014:

- Jacobsen Construction is the same company that built the City Creek Center in downtown Salt Lake City, Utah.
- The campus will encompass a total of 200,000 square feet.
- The new building will have up to 900 work stations and be able to accommodate up to 1,700 employees.
- The campus will consist of two four-story corporate buildings with a connecting atrium, an arrival center, and two two-story buildings that will include a will-call for picking up product and a call center.
- Visitors will be able to visit the arrival center to learn more about dōTERRA.
- The arrival center will be surrounded by a reflection pool, with an open plaza behind the center that will feature a fountain.

- Features of the new buildings will include a cafeteria that will serve up to 170 people at any one time and an employee fitness center.
- The new building will include space for Diamond Club members to hold meetings and conduct their business.

THE NEW STEEL:

- The company setting the steel, SME Steel, is the same company that completed the new San Francisco 49ers stadium.
- To stay on schedule they have to set 49 pieces of steel a day.
- In the first three days, they were far ahead of schedule!

THE WETLANDS:

- The new building site is surrounded by wetlands that are regulated by the United States Army Corp of Engineers.
- Construction workers often see deer, pheasant, ducks, and red-tailed hawks that live around the site.
- Architectural plans include improving the wetlands with enhanced water features, additional trees and shrubbery, and putting in wooden walkways.
- There are over 540 24-inch gravel columns that go down 22 feet into the ground to provide support and stability to the buildings.



▲ Architect Phil Haderlie and contractor Rod Lawrence stand in front of the steel that will be the new dōTERRA's corporate headquarters in 2014.





■ Arita Mayumi

“Sow a thought, and you reap an act. Sow an act, and you reap a habit. Sow a habit, and you reap a character. Sow a character, and you reap a destiny.”

— *Samuel Smiles*

Focused on the Goal

Arita Mayumi had already participated in multilevel marketing businesses before dōTERRA. She likes the direct-sales system because she is able to work directly with people and share what she enjoys. Arita didn't know anything about essential oils before being introduced to dōTERRA, but when she heard about it, she was immediately curious to know more. She says, “After hearing about the oils and actually seeing and using the product, I felt the intensity of the oil and the possibilities of dōTERRA. I wanted to tell everybody about it.”

She loves sharing dōTERRA essential oils because she knows they will improve people's lives. She says, “I feel that there are people that can benefit and feel comforted by using these oils, and this alone motivates me to want to immediately tell everybody about dōTERRA.”

Since her upline does not live near her, Arita read the policy manual many times to familiarize herself with the business. From the beginning, she was very impressed with the dōTERRA compensation plan. “It's something I've never seen anywhere else.” Arita also appreciates how simple dōTERRA keeps their business. She says, “dōTERRA has a business and commission plan that is easy for someone that has never participated in a multilevel marketing plan before.”



STAY POSITIVE!

REMIND YOURSELF:

"You need to regularly remind yourself to stay positive. Sometimes people tell me that it is hard for them to be positive, but I believe that if you solidify your personal goals, you won't get down on yourself and you'll be able to stay positive."

REMIND YOUR GROUP:

"My advice to all those who are striving to reach Diamond is to take those positive thoughts and feelings and continually project them out to your group. I personally email my group every day for that purpose."

Arita knows it's important to hold events to make sure her team stays motivated.

"It is also good for me to have events because there are always new things to be discovered as I associate with different people at these events." She also makes sure to communicate with her leaders almost every day. "I ask them how everything is running," says Arita, "and if everything is going okay for them. If something goes wrong or

if they have concerns, I try to give them immediate advice regarding their issues."

It's also important to stay on top of everything that goes on within her team. "It is impossible to get anything accomplished if your groups and downlines are all over the place. It makes the organization stronger as a whole if we are all organized and working together."

What's Arita's secret to reaching Diamond? "Communicating with my downline and making sure that they are all dedicated and motivated to become Silver. Everything happens after that."

Arita was able to achieve Diamond through a lot of hard work and determination. "It's not easy to become Diamond. You have to focus."





■ Justin & Ashlee Miller



A Relationship Business

Justin and Ashlee Miller both have degrees in business and previous experience in entrepreneurship that prepared them for their experience in dōTERRA. Justin says, "I think that we learned early in our entrepreneurial career that our business was successful because of people. We need to be mindful of relationships. We have to take care of, help, love, and serve people."

Ashlee came across dōTERRA through social media and though she didn't know anyone involved, she bought a kit to help her mother. Ashlee and her husband Justin were already heavily involved in another business, and she never planned to get involved in the business-side of the essential oils.

It wasn't until her upline held an event in her town that Ashlee started to "catch the vision" of what dōTERRA could be. She attended convention and realized the type of people that were involved in the company. "I could see the good that was happening in their business and the good that we could do. I came back from convention committed." She planned to be more consistent in sharing the oils and teaching classes.

Within six months, she had hit Gold.

Ashlee and Justin realized they could accomplish their goals much faster with dōTERRA than with their current business. So, they sold their business and Justin joined Ashlee full time in dōTERRA.

They quickly learned that success came when they focused on helping their leaders feel appreciated. Many of their leaders are not full time and need encouragement to keep going. Ashlee says, "We just help each person feel

"Try to reserve first and second line spots for people who are going to be leaders because the areas where you have weakness are the areas where you don't have a really good leader on your second and third line." *-Justin*

“I love that I can stand behind dōTERRA from every standpoint. I can stand behind the compensation plan, the executives, the oils—there’s total credibility in every aspect of dōTERRA.” – Ashlee



important, remember why they’re doing this, that we believe in them, and that they’re on the right path.”

Ashlee also focuses on finding new enrollments through classes that target a specific audience—like mothers, teachers, or massage therapists. She wants all her friends and family to come into the

company on their own time. “Then they have their own stories to share. I feel like if you just hit the area and you enroll absolutely everybody, you get quick volume but the people aren’t strong enough to keep it going without you.”

The Millers say they are constantly refining how they work together to

balance taking care of their business and their family. “We have a marriage that has always worked really well together,” states Justin. “I think it’s from years of doing it together. I don’t think either of us is really worried about being first place with each other. We’re happy to see each other succeed. I think that’s a good formula for harmony.”

HOW TO SET UP AUDIENCE-SPECIFIC CLASSES

- 1 Join online groups** that are an audience you want to target “I’m active in a few specific ones like organic and holistic moms. I’m also in a baby group that is super into natural things.”
- 2 Be active** in this group for several months.
- 3 Plan an event** that fits their interests.
- 4 Post about the event.** “I make it sound like the class is already scheduled, my friends are already doing it, but we’ll take a few extra people and somebody always comes. I found that if people feel like the class is already happening and they’re just going to jump in, they’ll come around to it.”
- 5 Keep the class to 45 minutes** so you have time to help the new people transition to their next step.



■ Casey & Melissa Robertson

Keep It Simple

Melissa and Casey Robertson insist that if they can do dōTERRA, so could a monkey. Melissa says she didn't know what she was doing in the beginning and made a lot of mistakes. "I hit Silver my first month and everybody thought that was so amazing, but the truth is, it was because I didn't know there were other kits, so I only sold \$500 kits to everyone."

Casey says, "It proves that you don't need to know anything to do this."

The Robertsons have learned a lot since then, including how to bring their own experience and expertise to the table. Melissa was already an experienced networker when she joined dōTERRA. She worked as a talent agent scouting models and actors for many years and found that recruiting people for her dōTERRA business was something that came naturally. Casey says, "People trust her as a friend and a person first. She's never pushed anyone to do anything. Most of the people that join our team now come looking."

Melissa agrees that often people contact her wanting to know how she is able to have free time to go on her daughters' field trips and make her own schedule.

"You can't do this all by yourself. It really is a team thing. It has nothing to do with your personality or your ability. It really is about other people." – Melissa



THE ROBERTSONS' METHOD FOR TRAINING SILVERS

WHAT IT IS:

- A 12-week intensive, voluntary training program for those who want to achieve Silver
- Every coach has eight people in their classes
- Each mentee has a mentor and an accountability coach
- Support group calls are held every week so everyone in the program can learn from each other

She says “I feel like people gravitate toward dōTERRA.”

Melissa first started doing dōTERRA for the business rather than the products, but found that when she passed the oils around to a few moms in her daughters' playgroup, that she couldn't get any of them back. She says, “They loved them so much!” Melissa had replaced her income within nine months, and after a year Casey quit his full-time job to join her.

Casey says, “It took us a while to figure out how to work together, but the key for us was identifying our strengths and then deciding we were going to divvy up the business based on those strengths. It was so much easier.”

He has also discovered that it helps to recruit team members who are strong where they are weak. “If you're not good at something, seek out people who are. We have people on our team that are way better than us at some things, so we jump on their system and adopt their ideas.” A couple people in their downline even outrank them, and have helped to inspire them to move forward.

In the end, the Robertsons like to stick with keeping it simple. Casey says, “I think that a 19-year-old halfway across the country should be able to do this in the first couple of weeks.” They focus on simply helping people develop themselves and overcome their obstacles. “It makes them happier, better people, and helps grow their business as well.”



“You really have to become a dōTERRA distributor for life. You have to convert yourself. Tell yourself, ‘I’m going to do this for the next five, ten years and then just be that person. Don’t stress the outcome this week, this month, or in your first year—just keep going. Focus on helping people and everything will fall into place.” – Casey



■ Kevin & Natalie Wysocki

"I try to keep everything simple and light. I just try to impress upon people that this doesn't have to be complicated, you're just sharing the oils. The business side of it will come."



REACH OUTTO..... EVERYBODY

Natalie Wysocki loved dōTERRA essential oils from the moment she was introduced to them and wanted all of them right away. But at first, she didn't want to get involved with the business aspect. She says, "I dug my heels in for about a month because of the multilevel aspect of the company." Today, that's her favorite part. "I love that you can work with people who are your family and friends. If they're not your friends to start with, they will be."

Her favorite product to sell is the Natural Solutions kit, and she sells it by teaching classes on how to do a medicine cabinet makeover. She has consultants who are just starting out come visit her classes. "I try to make it duplicable. I teach the exact same class every time. After they've come to a few classes, then we can co-teach together, and then they feel like it's not a huge undertaking. They're just naturally involved, and they feel like they can do it."

She has new consultants make a list of family and friends and then set up their own class. If she can't attend their first class, she calls them before and after it happens to see how they're doing. "I make sure to keep my attitude really positive

◀ **"My husband loves dōTERRA, he's been a huge help. He's super supportive and really involved. He still works full time at a different job, but he talks to people daily about dōTERRA."**

6 STEPS TO ACHIEVING DIAMOND

1
Read
The Slight Edge by
Jeff Olson.

2
Listen to your
friends and family
and what's
going on with
their health.

3
Figure out what
you can do on a
daily basis.

4
Contact one or two
people a day.

5
Hold weekly or
monthly classes.

6
Let the ball roll
from there!

and encouraging. I don't bring any negativity to the table at all and it makes a huge difference."

Natalie always makes sure to work closely with everyone on her team, whether they're Silver, Elite, or trying to be Elite. She says, "I just reach out to everybody."

She says her success has come from doing something every day, even if it's just making one or two phone calls to follow up. She also makes an effort to step outside of her comfort zone.

Whenever she visits a new city, she calls up a few local yoga studios to ask if they would like to hear more about dōTERRA essential oils. Natalie says that stepping out of your comfort zone always feels awkward at first, but "after a while, you won't even get the butterflies anymore."

As she balances being a mother of three children with running her business, she focuses on making the time she has with her children count. "It's not about the amount of time you're with your kids;

it's that when you're with your kids, you make it good quality time." When they go camping on the weekends, for example, she tries not to have her phone with her so she can be a more present mom.

She believes she's achieved Diamond by truly caring about everyone's success, not just her own. "I feel like I'm good at making people feel cared about—because I do care."

"We use essential oils for everything. My family and I sometimes say, 'What did we do without the oils?' We sometimes take them for granted. We don't even get surprised anymore because we just see results all the time."



■ Joey & Cachay Wyson

BE THE **Tortoise**

"It's about finding the next adventure, the next goal, and then reaching that goal. My entire family is involved in this journey."

Cachay Wyson would compare herself to the tortoise in the old fable of the tortoise and the hare—slow and steady. "I have consistently given out samples, offered people accounts, and mentioned the business." She often counsels her team to do the same. She tells them, "Don't race forward for two months and then fall off the map for six months." She teaches her team that if they consistently share samples, talk to people, and hold classes once a month, they will win the race.

From the beginning, sharing dōTERRA came natural to Cachay. "I started with the products and I got results. When a good thing is a good thing, I don't keep my mouth closed. I love helping other people." It was when she and her husband Joey went to convention that they "got the Diamond dream."

Cachay says, "We knew that it was going to be a short-term sacrifice to put some things in place so that we could hit Diamond. We pondered on our goals and we felt good about it. We didn't feel like it was an empty goal; we felt like we could really do this. It was good to have a goal



Business Tips

- Use the oils.
- Have your samples on hand and be willing to take the risk to offer them to people.
- Follow up with the samples you place. Call them. See if it worked and if they're using it right.
- Have a class to invite people to. Always have something in the docket for those who want to learn more. If they aren't local, find out what's going on in that area or set up a webinar with them.

because, when times got hard, we had that confirmation.”

She always tries to keep her priorities aligned and tells her team to do the same. “When I let my priorities get out of balance too far, my business stops.” She also counsels her team to write down their goals and post them in seven places where they will regularly see them—their car, their bathroom mirror, or their stove when they're cooking dinner. “Write that goal down until it becomes a part of you.”

Cachay says it's important to always remember why you want to tell people about dōTERRA. Once you know why, you will be able to take the risk to bring your business to the next level. “It's a scary risk, but it'll be worth it. You've never done this before, so you'll want to retract and hold back. But if there's something deep in you that says, ‘go for it’—take that leap of faith,” then you'll find success.

Sometimes running a business and raising a family requires sacrifice, but Cachay has learned to avoid the word “balance.” She says, “When life is balanced, it's kind of like you're complacent. I don't ever want to be complacent, I want to be teaching, accomplishing, and growing, and my kids are in that with me.” She knows her family will learn from her example of pushing forward rather than running away from hard things. She knows how to keep going until the end of the race—just like the tortoise.

“**You have to be persistently resilient.**”



TIPS TO USING



"It's not about building a relationship to be able to get something in return, because that sounds superficial. My goal is to make friends and to be able to help people in all areas of their life, not just dōTERRA. There are so many people all over the world that need someone to reach out to them and give them a solution to what's going on in their lives. Whether it's a health issue or a heart issue, people want to know they matter. With people on Facebook it can be something as simple as wishing them a good day, or reaching out and asking them if there's anything you can do for them. People need connection and this is a great way to do it." – *Romi Clark* (Successfully achieved Diamond using social media)

Because of a positive product experience, thousands of Independent Product Consultants are sharing the power of essential oils with family and friends, not only in their home, but through social media. In less than a year, dōTERRA has gone from 12,000 to over 100,000 Facebook followers. Our goal in developing the dōTERRA Facebook page was to provide IPCs with usable, sharable content. As interest in social media as a business building tool increases, we would like to share a few tips to help you build your dōTERRA business using Facebook.

Branding Your Facebook Page

- When choosing a profile and cover image be sure to use high resolution, quality photography.
- Your profile picture should be a personal portrait. An individual is more likely to interact with someone who looks authentic.

- Use a unique image as your cover photo, one that represents your dōTERRA business, such as an image of someone applying the product.

Posting Business Content

- When using your personal Facebook page to promote your dōTERRA business use the 80/20 rule—80 percent personal posts, 20 percent business posts.
- Keep your posts simple. Posts between 100 and 250 characters get about 60 percent more likes, comments, and shares.
- Use items that are visually stimulating. Photo albums, pictures, and videos get 100 to 180 percent more engagement than posts without.

Keep your posts simple. Posts between 100 and 250 characters get about 60 percent more likes, comments, and shares.



Encouraging Interaction

- Make sure your posts are relevant to your audience. Ask questions and seek input. This allows you to engage your audience and begin a conversation.
- Share exclusive information and offers about products that people are likely to pass along to family and friends.
- Create events around the product information you are sharing. Place these events on your Facebook page and invite friends to join them.

Example: If you post a recipe containing essential oils, also advertise a “Cooking with Essential Oils” event. Invite friends and family to join you for an evening of food and facts.

- Be sure to comment and like back. You are building relationships with future team members. Let them know that they are heard and cared about.

Using What’s Available

- You don’t always have to create new content. Share posts from the dōTERRA Facebook page (www.facebook.com/doterra).
- As you share content, tag friends that you believe would benefit most from the information because it relates to a concern or interest they may have.
- Use ideas from the dōTERRA blog (www.doterrablog.com) to create content for Facebook or for “Make It and Take It” events that can then be advertised on Facebook.
- You can find Facebook keyword search tools like www.icerocket.com through Google. These search tools allow you to interact with individuals outside your Facebook friends. Search a particular term, then interact or make suggestions for using dōTERRA products based on the needs of the individual.

■ Spencer & Kari Arntsen

The Importance of Personal Development

Kari Arntsen hit Silver in six months, and then plateaued. She says, "What I accounted to not being able to progress was my limitations. I limited what I thought Diamond would look like, and what type of leader I needed to be." Eventually she came to realize that Diamond doesn't need to look a certain way. She could be herself and be open about her strengths and weaknesses.

"I realized that it was a journey and not an end-all, be-all destination. Everyone is on that journey with you." Kari started to work on herself and her personal development. Once she decided to do that, people began to be attracted to her business. "Diamond doesn't just come with a skill set or drive, it comes with being satisfied with who you are as an individual."

Kari's advice to those striving to reach Diamond is to not build prematurely. "Be sure that your three legs are solid and that you're able to support them wholeheartedly. Don't put as much energy into your fourth leg as your third leg. That's not the best thing to do. It inhibits your ability to truly support your other legs properly." It's important to not neglect mentoring and nourishing your organization because you're worried about achieving a rank.

"I started to grow towards Diamond when the business part of it began to be fun, when it was organically growing."



“My team was onboard with me as I worked towards Diamond. They understood that in order to reach volume within the organization, there needed to be several guidelines to success. That was really important.”

She really cherishes the support she's received from her downline. “They got to the point where they were such strong leaders that I knew I could just count on them.” She's also received plenty of support from her husband, who came home and started doing consulting work while she did Diamond Club. It was difficult, but they learned about

what was most important. “We've had a philosophy that sometimes you have to be out of balance in order to achieve balance. That was our Diamond Club mantra.”

Once during Diamond Club, her daughter was injured right as she was getting ready to travel to another state. She decided her daughter needed her mom,

and sent her husband in her place.

“I feel like it's appropriate to have your family come first. It's OK to let things go, but when it comes to important things, I'm there.”

She also knows that it's important to live your life before you reach Diamond. “Make sure you have joy in your journey.”

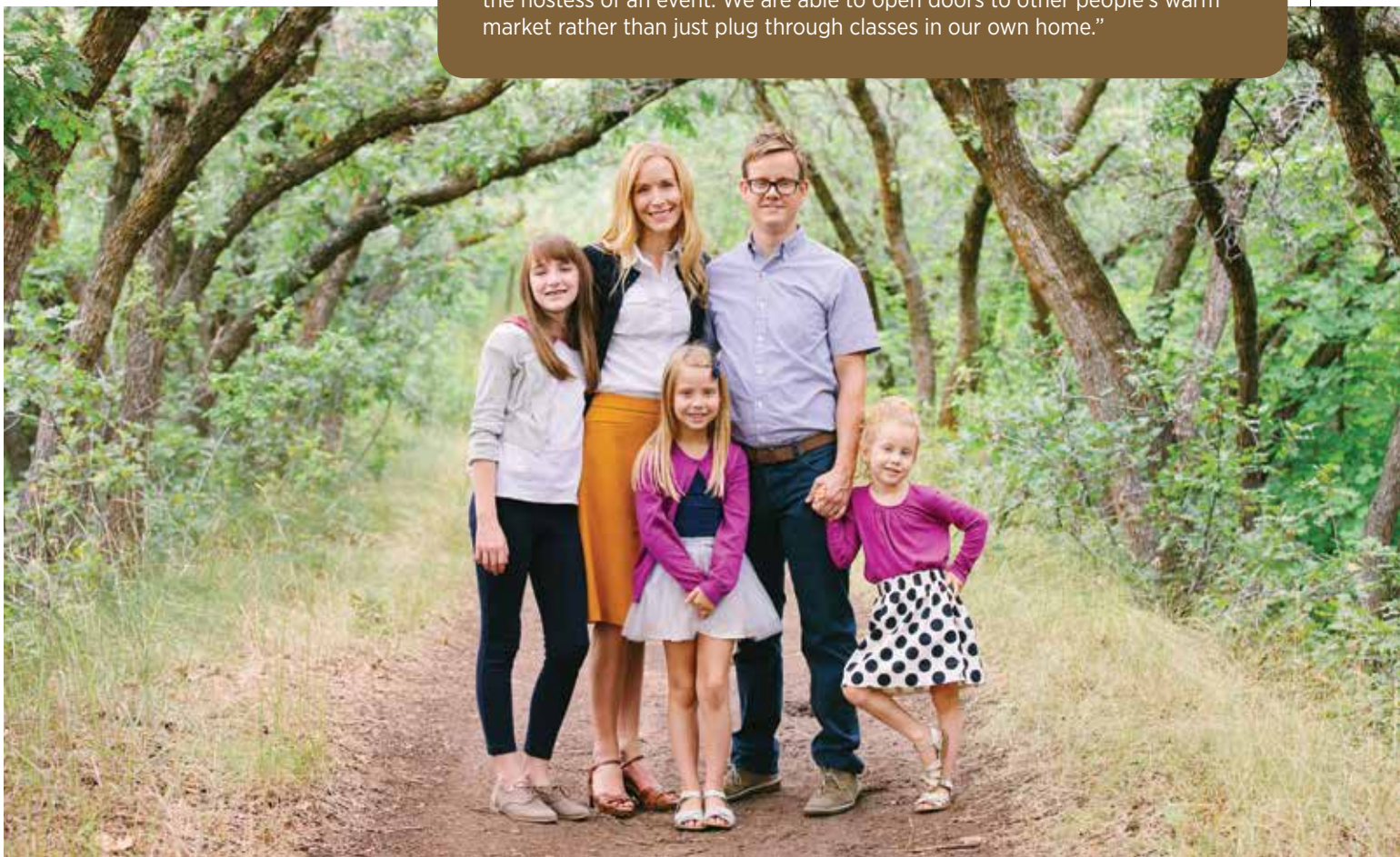
..... IT'S IMPORTANT TO BE CLEAR ABOUT:

1 Why you are doing this. “Because there's a period of time when you're putting in more hours than you're making money for. If you don't understand where you're going, it can be difficult.”

2 What it looks like to be a leader. “It doesn't need to look a certain way.”

3 What your strengths and weaknesses are. “Be OK with that. Be vulnerable with your team.”

“Part of our secret sauce was really emphasizing hostess packages that were generous. We take 10 percent of our Fast Start Bonus and put it towards the hostess of an event. We are able to open doors to other people's warm market rather than just plug through classes in our own home.”



■ Valerieann Giovanni



“ I absolutely love dōTERRA, and I can’t imagine my life without dōTERRA and everything it is. The oils have become a part of my life. ”

▼ “I am an internationally-known artist, and I use the essential oils to add energy to the painting that I would like to create. One of my favorites to add is Melissa because it raises the energy. When people view the art, not only is the energy of the art and the way it’s created affecting them, but also the energy of the oils.”





Listen and Connect

When Valerieann Giovanni first smelled the dōTERRA essential oils, she says it was “like I’d been reconnected with an old friend.” She immediately fell in love with the oils, but went to her first dōTERRA event determined to never do another multi-level marketing business.

For several years, Valerieann had struggled financially. She sometimes had to scrape change together to buy food for her and her children. As a single mom, she had just started to dig herself out of a financial hole with her private practice as a rapid-eye technician, “But, I was still a long way from where I wanted to be and that’s when I was invited to a dōTERRA event.”

At the event, Valerieann was introduced to the dōTERRA compensation plan and had a change of heart about the business. She says, “I was so blown

away. The compensation plan matched the quality of the oils! Once I saw that, I jumped in with both feet.”

Today, Valerieann’s financial worries are gone, and best of all, “I’m able to financially support my children’s dreams.” She credits her achievements in dōTERRA to her ability to develop relationships. She says, “The success of my business has been primarily created by one-on-one connections I made with people. It’s been those people that I’ve personally spent time with that have made the difference.”

For Valerieann, it’s important to genuinely connect with people before she ever introduces them to dōTERRA. “I listen to them, ask them questions, and get to know them—their life, what they love, what’s working, and what’s not. By the time I’m presenting dōTERRA, I already know what it is that

they need and how dōTERRA can fill that need.” With this method, it’s hard to get rejected, because she listens and shows that she cares.

With her team, she focuses on finding out what their “why” is—their dreams and their deeper desires. “What is it that is motivating them to do what they’re doing? What is it that has already gotten them through their hard times? There’s always a deeper dream that people have or a deeper love that’s fueling their fire. If I can connect with their deeper reasons for doing dōTERRA, and find a way to help them live their dream and keep it alive for them, then they succeed.”

Helping others is Valerieann’s passion, and she’s been able to accomplish that and more with dōTERRA. She says, “Everybody was born to live the life they imagine and through dōTERRA, you can.”

HOW TO *motivate* YOUR TEAM MEMBERS:

- ☑ Hear about their life and their dreams and what’s going on.
- ☑ Ask questions and listen.
- ☑ Find out what is getting in their way. Most people already know what the next step is, but something is keeping them from doing it.
- ☑ Talk about what their obstacle is, and work them through it. “When they’re heard, when I listen empathetically, and when I’m there for them, they are able to move past that fear and they’re able to take the step forward.”

■ Craig & Sheila Goodsell

The Power of Belief

"I was born on the wrong side of the tracks," says Craig Goodsell. "There wasn't a lot of success where I was from. Somewhere along the line, my family instilled in me the belief that I was special; I was different. That belief took me a long way."

That same belief has helped him build his dōTERRA business. Craig believes that if he believes in his business, that belief will spread to his leaders. "You can only get people to believe at the level that you believe. You've got to work on your belief system first."

Much of Craig's belief in his business comes from the inspiration of his good friend Daren Gates. It was Daren who

first introduced Craig to dōTERRA. Craig had already achieved a high rank in another multi-level marketing company, with thousands of people in his network. When Craig found that he disagreed with some things the company was doing, he decided to leave and never do multi-level marketing again.

When Daren approached him with the dōTERRA opportunity, Craig and his wife Sheila felt like it was the right thing to do. He knew that because Daren believed in everything he did, when they worked together they would succeed. The Goodsells started completely over with dōTERRA, with almost all new people in their network, and were able to hit Diamond within eight months.

Craig says his success has come from following the business model dōTERRA set up for their consultants. He says, "I don't do anything different than anyone else. That's the neat thing—I'm not so brilliant that I figured out a new system. Instead, I figured out what the system was. I put it into steps, and I do it over and over again." When he tries to make things complicated, he doesn't impress anyone—it's the oils that impress them.

Whether he shares the oils or the dōTERRA business opportunity, Craig knows that if everyone truly believed what he was telling them, they would jump all over it. He says, "The problem is they have a hard time believing that they can do anything by themselves."





“The greatest innovation of this generation is the discovery that people can change the outermost effects of their life by changing the innermost effects of their mind.” – Unknown

I need to help them believe that I will help them—that’s the key, the level of their belief.”

He knows that in this type of business it’s all about developing relationships with people. “Then you have the ability to speak with them, to understand their desire, to know what their dream is, and to develop a trust so that they know you’re going to help them get what they want.”

“If you always communicate with your people, you don’t get surprised and you can fix things. If you wait two or three months and someone’s got an issue and you haven’t looked at it, it may be just the thing that sends them out of the business. It’ll be too late.”

Belief

noun \biˈlɛf\ a state or habit of mind in which trust or confidence is placed in some person or thing

HOW TO GET STARTED:



Read the Getting Started Guide.



Contact people every day.



Hold a certain number of events a week.



Follow-up.



Follow the pattern again and again. You don’t have to create something new!

■ Jesse & Natalie Hill

Motivated to Share

When Natalie Hill's mother started using dōTERRA essential oils, Natalie thought it was just another one of her mother's eccentric habits. At the time, Jesse was working 11–12 hours a day, six days a week as a finance manager in the car sales industry. Natalie was making up to \$80,000 a year with her daycare and wedding cake businesses. That's why when Natalie's mom told her she could replace her income with dōTERRA, Natalie was skeptical. She thought, "Whatever, I've heard of multi-levels before."

Then, as Natalie started to see the influence for good that her mother was having on other people, she decided she wanted to be a part of it. As the

checks started coming in, she realized that not only was she able to help people with dōTERRA, but she really could make money.

At that point, the business caught Jesse's attention and he decided to fly out to corporate to meet some of the executives. Jesse fully expected to be given a pitch, and so he was surprised when David Stirling just talked about his experience with the essential oils and how they improved his life. Jesse asked some pointed questions and in the end was impressed with what he heard. He says, "I was able to develop a very profound and strong trust in the company and in the executives." He knew there wasn't any reason not to move forward.

By May of 2013, Natalie had weaned off of both of her businesses and Jesse quit his full-time job to focus solely on dōTERRA. They had only barely reached Platinum at the time, and their combined incomes were far from replaced. But with both of them in it full time, they were able to hit Diamond the next three months in a row.

Natalie says, "We don't do this for the money. We're doing it because it changes people's lives." Jesse says they are motivated to share with others so that they'll have an income that will give them the opportunity to share more.

Sharing has become so natural to them that Natalie says sometimes she has



“MY PARENTS GOT US STARTED. THEY BELIEVED IN US BEFORE WE BELIEVED IN OURSELVES. THEY WERE PATIENT WITH US UNTIL WE FOUND THE TIME TO OPEN OUR EYES. THEY WAITED AND THEY GAVE US OUR SPACE.” – Natalie

to hold herself back to keep from being a broken record. “You get that dōTERRA mind—‘There’s an oil for that.’ Everybody gets it. All these people start popping into my head that I can help. It’s one of the neatest things.” She says no share is ever wasted. One man her mother shared with four or five years ago just recently called them to sign up as an IPC.

Natalie says, “You never know how long ago that seed was planted and if it will take fruit later on, but we always keep our mouths open, and then the opportunities are endless.”

“Working with people is my business now, working with their strengths and understanding that time is important. There’s a respect there, there’s a trust that we have to build, a rapport. Everybody goes at a different pace.”

– Jesse



CONSISTENT CLASSES: THE HILLS’ SCHEDULE FOR SUPPORTING AND EDUCATING THEIR TEAM

“dōTERRA isn’t everybody’s number one yet, but if they have the opportunity to come, they always know it’s the same time, same place, same day. That way, they can come when they can and they don’t have to memorize all these different schedules.” – Natalie

- **Product education classes:** Every Tuesday morning and evening during the school year. “They’re the same day, on the same topic. One for people who need to come in the morning, like people with kids, and one for people who work or prefer the evening.”
- **Business training:** “We’re just getting ready to start a weekly business training on Saturdays.”
- **Quarterly event:** “During the day we have two rooms. One is a class for new people that’s all about dōTERRA and the products, and one is for more business education. In the evening, we have special speakers and inspirational presentations.”
- **Recognition night:** “We recognize leadership and advancements.”



■ Shoko Matsuyama

"I just keep going in my business, having gratitude for people in my group and for dōTERRA for their support and cooperation. That is the reason for my success."

A Life of GRATITUDE

Shoko Matsuyama was hesitant to join when she first came across dōTERRA, but then she learned the mission of the company and that left a deep impression on her. She says, "While studying the different products that dōTERRA offered, I learned of the high quality of each product." This motivated her to share the products with everyone she knew.

When she started her dōTERRA business, she did not have a deep understanding of essential oils. "Since I've been a part of dōTERRA, my world has expanded. I was able to listen to wonderful stories from active leaders who conducted seminars. I have proactively attended seminars around the world and learned a lot from them." She was surprised to learn about how the oils are used differently all over the world from the way they are used in Japan. She says, "These experiences have been very beneficial in keeping me active with dōTERRA."

Personal communication has been really important to the success of her business. She says, "There is a saying in Japanese that goes: 'Eyes can speak and eyes can understand,' which basically means that we can

"While studying the different products that dōTERRA offered, I learned of the high quality of each product."



"I often utilize the essential oils in my cooking. I mix it in spices or sauces prior to using them, or I mix it in when cooking rice, stir frying, or making stewed or fried food. Since I use it in so much of my cooking, my family is absorbing essential oils without even knowing it. I think it is a great way to increase essential oil intake."



understand each other by just looking into each other's eyes. It is said that about 55 percent of information is communicated through facial expressions, gestures, looks, etc. About 38 percent of information is interpreted through pitch, intonation, projection, or the tempo of the voice. Only 7 percent of information is communicated by the actual words used. Because of this, I feel that it is important that vital

information be communicated in person. If I am not able to communicate in person, I communicate with my group over the phone. There are also some advantages to being able to communicate in a timely manner, so I utilize social media such as Facebook, email, and the web in general."

She knows she did not achieve Diamond by herself. She says, "There are not many

things that you can do all by yourself. I think it is very important not to forget that many people around you are always helping you. Not just with dōTERRA, but in my overall daily life I am trying to show gratitude to all the people I associate with. I want to live life well enough to encourage others to support me. I want to become someone who can make others happy. I want to become a doer as much as possible."

COMMUNICATION:

58%

"EYES CAN SPEAK AND EYES CAN UNDERSTAND."

58 percent of information is communicated through facial expressions, gestures, looks, etc.

38%

38 percent of information is communicated through pitch, intonation, projection, or the tempo of the voice.

7%

7 percent of information is communicated by the actual words used.

Diamond Club FAQs

Get answers from corporate representatives and recent Diamond Club participants.

WHAT IS DIAMOND CLUB?

Diamond Club is a program focused on developing new leaders. dōTERRA partners with top leaders in the field to sponsor up-and-coming qualified leaders as they travel to build their teams. Participants receive special incentives to promote at their events.

“Diamond Club has the potential to completely transform you, your team, and your business in a way that nothing else can.” – Emily Wright

WHY WOULD SOMEONE CHOOSE TO PARTICIPATE?

Diamond Club reimburses IPCs for their travel to build areas away from their home. The extra financial resources available in this program enable them to reach more people and develop areas they wouldn't otherwise be able to build so quickly.

“We decided to do Diamond Club because we saw it as a way to get rapid growth within our business.”
– Damian & Jenna Fante

“I loved educating people and showing them alternatives to the traditional medical model for illness and I wanted to share that with everyone I met. I saw Diamond Club as a way to help me travel to my growing team outside of my home town.” – Judy Cruden

“I looked at each of the Diamonds, Blue Diamonds, and Presidential Diamonds in the company and after doing a little research I was able to find out that nearly 75 percent of the Diamonds and above in the company had participated in Diamond Club. I knew that if I was going to join their ranks I had to follow in their footsteps.” – Nick Killpack

WHAT DO I NEED TO DO IF I'M IN THE PROGRAM?

Diamond Club has a few simple requirements:

1. Hold four out-of-area events each month.
2. Hold two home-area events each month.
3. From those events you need to have 18 enrollments each month (these do not need to be personal enrollments).

WHAT ARE SOME OF BENEFITS TO DOING THIS PROGRAM?

Aside from the obvious financial reimbursement, this program builds leaders. Diamond Club participants grow personally while they help develop the leaders on their team. In the last Diamond Club, we had 216 rank advancements.

“I formed lasting friendships with those on my team that I would have never had the chance to meet otherwise. My team doubled in size, my paycheck tripled, and I advanced two ranks.” – Bebe Mcfall

“I liked teaching others how simple it was to hold a class or event and watch them begin to take control of their businesses.” – Hayley Hobson



HOW CAN I BE SUCCESSFUL IN DIAMOND CLUB?

"I knew that if I truly wanted to help my team grow and become a better leader myself, I was going to need to stretch outside my comfort zone, leave my family for periods of time, and become the leader that my team needed me to be."

– Judy Cruden

"Having the ability to give away free oils as incentives is always nice." – Damian & Jenna Fante

"By stretching yourself you really grow. I felt I was just fine as a person, but now I look back on my dōTERRA travels and there are so many adventures I have had because of Diamond Club." – Priscilla Messmer

IS DIAMOND CLUB HARD?

This program was not designed to be easy. It takes hard work, dedication, and sacrifice. You're going to get out of it what you put in.

"The hardest part for me was being away from my family every weekend, but—there is no question in my mind—I would participate in Diamond Club again." – Nick Killpack

"We knew that in order to reach our goals we had to dig deep and maintain a high level of intensity for the entirety of the program. It just plain works as long as you commit, but that meant less time for everything else in our lives."

– Damian & Jenna Fante

"You must get your team members involved. You want to support them while teaching them how to lead their teams. Make sure that within a short time they are teaching their own classes and you are there to support them; not carry the entire load." – Bebe McFall

"Go into each event with the intention to serve others and to teach the gift of essential oils. If you are in love with dōTERRA, that energy will emanate and others will follow your lead." – Hayley Hobson

"Make a vision board of what your dreams are for Diamond Club. Have a family meeting to get them all on board. Plan and work with your leaders to fill your schedule for every trip you make." – Judy Cruden

"Be happy. Put your head down and just work because you love what you do. Love the people you work with and have true passion for what you are selling. Also, take enough time to train, spend as much time as possible with them on every trip. Train, train, train your team! If you think you trained them enough, go train them so more!" – Molly Dayton

The next Diamond Club will run from February 2014–May 2014. The qualification period to participate in this session is December 2013. Talk to your upline leaders if you have interest in participating in this program! Also check out www.doterra.com/diamondclub for more details.



Howard Nakata



Global Opportunity

When Howard Nakata first heard about dōTERRA, he was already involved in another health and wellness company and was unfamiliar with essential oils. He was, however, excited by the growth dōTERRA was planning in Japan. Having grown up in Okinawa, Howard was excited about the prospect of doing work there and eventually living there. It was later that he started to learn about the quality of both the oils and the company.

Dr. Hill came to Hawaii to do an AromaTouch technique class and Howard was impressed with what

he saw. "Dr. Hill actually went in and hands-on worked on people. This was an owner! That was very touching, and I knew that he represented a group of people that had the heart to serve people." This increased his conviction and pushed him to build his business.

Howard soon realized the importance of educating his team on the products. He says that with other network marketing companies, you can know a minimal amount about the product and still succeed with the business. With dōTERRA, it's different. "There are many people looking for hope,

and our job is to make sure we know enough about the oils to give the right information to people."

For Howard, it's just as important to talk to people about the financial opportunity that dōTERRA offers as it is to talk about the products. He says, "People do have a need financially, but they're not always comfortable talking about that." Having been through financial difficulties himself, he knows how hard it is to talk to people about what you're going through. "I always bring up the challenges that I had financially so that those who are

“dōTERRA was the right company with the right product. It was what I was looking for.”

DON'T GIVE UP!

1

Change your mindset. It's not about you, it's about your leaders.

2

When things go wrong and a distraction comes along, put it aside and keep going.

3

If somebody calls you and wants to quit, instead of getting upset, stay calm and say you'll talk to them tomorrow.

4

Don't let it get to you, stay focused, and things will work out!

“I just share my experiences, and I look for people who have circles of influence. If the product makes sense then the business side will be great for them.”

going through similar challenges will feel comfortable coming to see me later.”
He tells his leaders to do the same.

He knows that in Hawaii, it's important for everyone to work together, even crossline. “I highly recommend not turning away from people outside of your organization. For those who are in a localized area where they're isolated, working together is critical to achieving a higher rank.”

Most of all he's excited about all of the opportunities to expand globally. “The exciting part for me with building a team outside of Hawaii is that anybody who chooses to will have an opportunity to build a business all over the world.”



■ Craig & Lynn Gines

From Builders to Leaders

Lynn and Craig Gines started using dōTERRA before there was a dōTERRA. Their good friend brought them unlabeled bottles and they started using essential oils and seeing results. They went to the very first meeting with Dr. Hill when the company didn't even have a name. When dōTERRA opened its doors, they signed up to use the products but weren't interested in the business opportunity.

"We had no idea how to sell it or how to talk to people," says Lynn. "We had never really done any kind of network marketing. We didn't get into the business for quite a while." It wasn't until

their good friends, Patrick and Allyse Sedivy, signed up and started to train them that their business got going.

Within the first few months, they qualified for Diamond club, and that's what really changed everything. Lynn called up friends and family outside of their area and asked them to host a class. Ten people came to their first class, seven of them signed up, and five booked classes. It just kept going from there. Craig says, "Diamond club kept the momentum going."

Lynn and Craig's team more than doubled in size during this time, and they found they had to transition from

being builders to leaders and eventually to teaching other people how to be leaders. The two things they tell leaders are to be consistent and to never quit on a bad day.

They also make sure to take time to mentor their team. Lynn says, "The ones that really want to hit it big, I will take 60 days and personally mentor them. They have to call me every day at a certain time of day and I do the training on how to get going on their business." Those who are less motivated come to her presentations and gradually contribute more and more until they are ready to do it on their own.



“I believe that anybody that is committed and moving forward will be successful. I can’t say the time period, but I know that they can be successful in dōTERRA. dōTERRA has all the keys you need to have a very successful business.” – Lynn

Lynn says the business changed for her when she removed the pressure to buy and realized these oils were something people needed. She says, “We will wait in the car for a minute before we go into a class and we will say, ‘I believe that all of these people will benefit from what I have to teach them tonight.’” Because

they believe the oils work, they can sincerely share them with others.

Lynn says, “I wasn’t sharing for the sake of my commission or for whatever I needed. When I took away that selfishness and instilled the belief that we were going to help people, that changed our business.”

HOW TO HELP PEOPLE MAKE A PURCHASE:

1 Don’t have the mindset of selling; go in believing it’s a product that will benefit their life. “If someone in this class doesn’t get oils in their home, then we failed them because we know how effective they can be.” – Craig

2 Get them to a class. “If they come to a class, they’re learning in the best environment.” – Lynn

3 Focus on individual needs. “We don’t want to put someone into one box kit when they don’t need that. When people see that we really care about what they’re getting, it’s just, ‘Which oils do you want?’ and ‘This is how you get it.’” – Craig

4 If they don’t purchase at the end of a class, follow up. “A lot of times we’ll follow up with them in the next day or two, and then they’ll probably still sign up.” – Lynn

“It was really important for us to help our kids see what we were trying to do, because all of a sudden mom and dad were gone almost every night of the week. We found a way to get them onboard with what we were trying to do, why we were doing it, and what was in it for them.” – Craig



■ Cliff & PJ Hanks



“I think everybody needs to look at their why. Do that quite frequently because it changes over time. One of my whys is my love for the oils and what they can do for people and the other is our financial goals.” – PJ

A Collaborative Approach

When PJ Hanks started selling dōTERRA essential oils, she wanted to make sure she knew about what she was selling. She received her natural oils certification from a local university in order to increase her ability to help others understand essential oils. PJ knows it's not her knowledge about essential oils that matters most, instead it's sharing the experiences she and other people have had with the oils. She says, “It's not about all the facts in all the books I've read, the research I've done, or the classes I teach. The best thing I can do for people is to hear their stories and share.”

Her husband, Cliff, has supported her 100 percent while working at another job full time. PJ says, “We've been married for 26 years. Throughout our life, in our work and volunteer obligations, it has gone back and forth as to who does what or who takes care of what. We just work to be successful in whatever we're doing.” As she has gotten busier with dōTERRA, Cliff has started to help more at home.

The Hanks have owned their own business since 1989, so they're used to working together and had a business structure set up when they joined dōTERRA. Cliff says they always make

sure to work together as a team. “We bounce ideas off of each other. We look at what needs to be done and we decide who's best suited for that particular task. It's a collaborative approach. We see who has the best talents in each area.”

They work to bring the same unity to their team through weekly webinars and continuing education classes. PJ says, “We have the attitude of helping one another, trying to help each other grow, and seeing the good in each other—even cross team. I think that is something that always comes back to you in a very great way.”

“We just have great leaders who also have the same desire to grow their businesses. We have a fabulous team that we work with, and we love working with them. They are motivated and committed as well. It takes a while to find and develop those kinds of leaders.” – Cliff

HOW DO YOU KNOW THEY’LL BE A GOOD LEADER?

1

They have initiative. “They either have their own businesses already or they do things to develop themselves.”

2

They have a big circle of influence. “They already do things where they’re making changes in people’s life.”

3

They have desire. “Maybe they don’t have a lot of leadership experience, but you can work with those people as well. It takes a little bit longer, but you can help them and encourage them and over time they can develop those skills and qualities they need.”



PJ encourages her team to find a little joy and love in their lives every day, and tries to do the same herself. “Schedule the time to do something with your family and friends or it just doesn’t happen. We all love dōTERRA so much it can consume us. Remember the importance of having some fun and joy in your life.” She also knows that some of the wisest words she ever heard were, “There are times in your life when you are purposefully out of balance to reach a higher goal.” She knows as she’s openly communicated with her family and her team, they’ve been able to accomplish their goals together.

“Stick with the program that’s already there. Create a system that replicates, and just stick with it. Have that determination that even when it gets hard, you’re going to finish the race.” – PJ





■ Emily Hanson



Go Big OR GO HOME

Emily Hanson's only regret from when she decided to join dōTERRA is that she didn't decide to "go big or go home." Some of her friends were going to an essential oils class and she decided to go with them. "Honestly," says Emily, "I wasn't overly impressed. It was just foreign to me." At the end of the class, everyone was backed up at the computer trying to sign up. Rather than wait, Emily went home.

But her curiosity didn't end there. "I started doing some research. I think it's respectful not to be an impulse buyer, and so I did a little bit of digging. A few things caught my eye and I started with a small kit." Today, she wishes she would have gone all the way.

Several months later, Emily was listening to some audio books about setting goals. "One of the points was, if you're setting a goal, why stop if not at the top?" So, before she even had any idea what it meant, she set the goal for Presidential Diamond.

"If your family doesn't see the vision, they will. Incorporate them into your goals and dreams. Help them see what you're trying to achieve. "

“I look back and I completely understand why people are hesitant to purchase the first time they are introduced to essential oils. They have to have an experience.”



TECHNIQUES FOR TEACHING CLASSES

- ✓ Listen to podcasts on sales techniques.
- ✓ Keep it simple and duplicable. “I use a flip chart. I run through it, show the pictures, and literally just point and read.”
- ✓ Make a connection with people.
- ✓ Be ready and prepared for those who come early so you can connect with them.
- ✓ If the class is at someone else’s home, get with them early enough to get feedback.
- ✓ Find out who’s coming, who your audience is, and what would be best to present for them. “You don’t want to talk about babies to a room full of menopausal women.”
- ✓ Be confident enough to go off course whenever you need to.

Emily became familiar with the oils by setting them in a place in her kitchen where she would always see them. Soon she found herself thinking, “There’s an essential oil for that.” She decided the oils were important to share and began opening her home to classes so she could introduce the oils to others. As she got going in the business, she found that her past experience as a manager of a retail store helped her know how to work with all types of people.

She learned a lot from podcasts and books on network marketing, including the importance of telling at least two people about dōTERRA every day and always having events to invite them to. Emily explains, “I think education is the key. When people are invited to learn, it feels a lot different than when they’re invited to buy.” That way they don’t need to buy something they’re not comfortable with, but can start by learning.

Her biggest advice to someone who is just starting out is to find someone who has a vested interest in their success. “Find them and connect with them. The law of association is so important, more important than we think.” She helps her downline know how vested she is in their success and is grateful for those who are vested in hers.

■ Hayley Hobson

PUT IN THE
Time

Without knowing it, Hayley Hobson had for years been building the ideal network and experience for a dōTERRA business. She worked as a yoga and Pilates teacher, a health coach, and managed a major health club in Colorado before she joined dōTERRA. “What I love about dōTERRA is that I’ve been able to use my background in everything—sales, marketing, managing, and my passion for health and wellness all tie together in this business.”

Hayley had resigned from the health club with the determination to start her own business when she found dōTERRA essential oils. She loved them and joined on as a product user before she quickly discovered what dōTERRA could do for her business. “In the beginning, I thought I was just going to be selling essential oils to my already existing clients, but now I’ve been able to use this platform to draw more people into my business.” She’s found that she enjoys managing her downline almost as much as educating people on a more holistic lifestyle.

“Don’t get discouraged if things don’t move at the pace you want them to. Look at the big picture.”



“I love the support. I really believe that as big as this company is getting, there’s still an element of family, a small-place environment that is welcoming and wonderful.”

Hayley has devoted years to building the following that she has and reminds her downline that effort is required to obtain results. “You have to look at it like it’s a long-term plan. If you’re not going to do it full time then you have to realize you’re not going to get full-time results. You have to spend a significant amount of time and be out there in the community educating people on what dōTERRA is.”

Hayley, through her experience, has found that a lot of people are insecure about selling. “I try to teach people that you’re not selling, you’re educating. When you can look at it like that then you can give people a gift not a sales pitch.”

It’s also important to make sure to build for rank advancement. “A lot of people don’t understand that and instead randomly place people in their downline. I make sure that people I’m building under are committing to me, that they’re going to be a leader.” When Hayley communicates to her team about what her goals are, they can build together in the direction they want to go.

Hayley always reminds her team to focus on learning the strategy involved in building a dōTERRA business. She counsels, “The biggest thing I emphasize is being trainable. You can’t do a network marketing company without being trained. You can learn the oils by osmosis, but you have to learn how to do this business if you want to succeed.”

● ● ● ● ● ● ● ● **STAY CONNECTED** ● ● ● ● ● ● ● ●

“I try to stay in touch with people. I don’t care how many levels down they are, I will talk to them on the phone and I will teach them what I know.”



FACEBOOK FORUMS:

Available for people to ask and answer questions and to relay any new information. “I have one for essential oil product questions and one that’s strictly business-related. I am constantly—all day long—monitoring the Facebook forums.”



TRAINING WEBSITES:

Includes webinars, explanations on the compensation plan, and sample letters to send to yoga studios, spas, etc.



WEEKLY LEADERSHIP

CALLS: “My whole team does a webinar or a phone call every Sunday night. I don’t care if I’m traveling or whatever, I will have that meeting every Sunday night.”



■ Shawn & Laura King



A Positive Difference

Laura King was involved in another direct sales company when she signed up for dōTERRA. She sold lotions and spa products and only intended to use the essential oils for her and her family. She didn't think other people would be open to using the oils. Then, when she went to parties to sell her lotions, she would find herself automatically sharing dōTERRA.

She says, "Soon enough, they did not want to hear about the lotion, all they wanted to hear about were the essential oils. Eventually we just switched over and that's what all my classes became about."

The difference with dōTERRA is that the product is unique. "It was so easy. Once you break down the walls that people have towards learning something new, the oils are easy for everybody to use and then see results. I feel like I actually help people and I'm not just helping myself." With dōTERRA, she's meeting people's needs so she doesn't have to pressure them to buy.

"WE KNOW ONLY TOO WELL THAT WHAT WE ARE DOING IS NOTHING MORE THAN A DROP IN THE OCEAN, BUT IF THE DROP WERE NOT THERE, THE OCEAN WOULD BE MISSING SOMETHING." – Mother Theresa

After listening to the Presidential Diamond panel on the leadership cruise, her husband Shawn joined her in building the business. They decided to work together toward reaching Diamond. Just recently, Shawn was able to quit his full-time job to support his wife at home and with dōTERRA.

As she has built her dōTERRA business, Laura has learned to be patient with her team while consistently doing what she needed to grow. "I did not over-push them, but in that patience I still did the core activities that I needed. I kept recruiting and finding more builders and working with them. If I would've just sat

“The unique thing about my classes is that I don’t talk the entire time. It’s very interactive. I’m constantly asking the class questions. I feel like the more they are talking, the more they’re buying, because they’re thinking through the answers and describing their problems. All I have to say is, ‘I have a natural solution for that, would you like it?’”

around and waited for them, I would have never moved forward.”

She has learned to write a creed with her leaders so that they know what she expects of them and what they expect of her. “I’m going to be there for them. I’ll answer the phone when they call, and they have to do the same for me. I understand they may have a bad day, but they’ll still talk to me about it and we’ll have open communication.”

She believes strongly in repeating positive affirmations each day that help her remember who she is and who she can become. She says, “Goals are so far in the future, they almost seem like a fantasy world that you’re not really a part of. But, when you have affirmations about who you actually want to be on a daily basis—that makes all the difference.”

BALANCING WORK AND FAMILY

“While I was building my business, I kept thinking that I was going to be in this journey for a really long time, so I better start enjoying myself and implementing some structure.”

- **Time management:** “I get up before my kids get up and I do my business then and I stay up when they’re in bed.”
- **Make rules for when you’re working:** “They know before 10 a.m., don’t ask me to do something.”
- **Respect their time:** “I turn the phone off when it’s time to focus on them.”
- **Keep it organized:** “I lose track of stuff, so we have a bulletin board that shows me how many times they’ve asked me for something, like a sleepover, and they have chore charts.”

“I really truly believe my kids are very fulfilled and they understand my role.”



Top 15 things you may have missed

1 Convention Attendance

Convention attendance 2008:
350 people

Convention attendance 2013:
12,000 people

2 Convention Employees

Employees at Convention 2008:
8

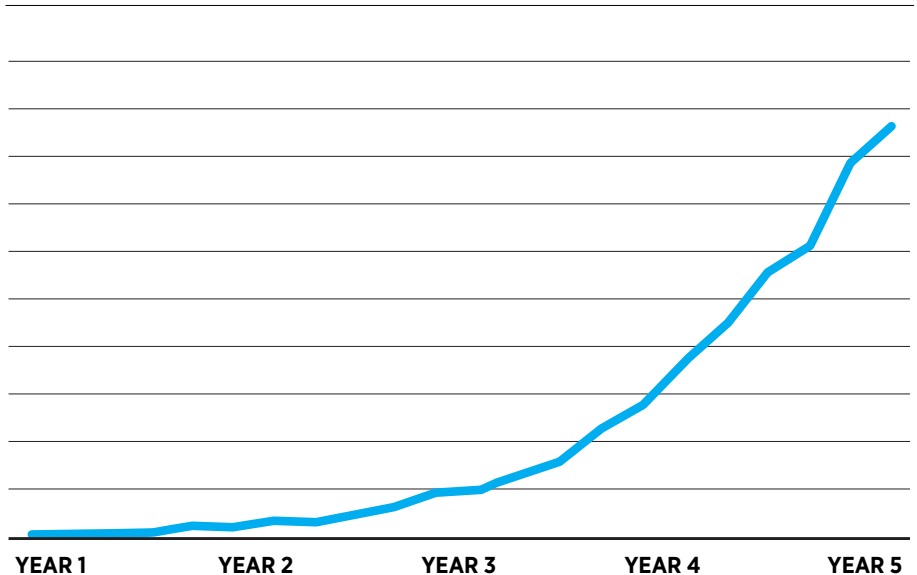
Employees at Convention 2013:
775

6 Shipping around the World

We are open or directly shipping to 40+ countries, 60+ countries represented in Global Access, and over 100 countries using dōTERRA essential oils.



3 dōTERRA Quarterly Sales Growth Since Inception



7 Lavender Fact

1 acre of lavender = 528 bottles of 15 mL Lavender.



8 Jasmine Flower Fact

1 person picks approximately 30,000 jasmine flowers per 5-hour shift, enough for a 15 mL bottle.

from Elevate 2013 Convention:

4 Our Commitment to Inventory

Company Profits	100%
Income Taxes	(40%)
Inventory	(52%)
Balance	8%



9 Lemon Sold

August 2008	8,039 bottles
August 2013	83,102 bottles

10 Healing Hands as of 2013

- \$170,000 principal fund
- \$850,000 loaned
- 3500+ individual loans
- 99%+ loans repaid

13 What Does CPTG Mean? We:

- Find the source
- Harvest the plant material
- Follow proper distillation methods
- Analyze the chemistry
- Handle and produce the oil properly
- Provide the highest quality essential oils

5 New Products

- Juniper Berry essential oil
- Cedar Wood essential oil
- Pink Grapefruit essential oil
- On Guard soft gels
- DigestZen soft gels
- Slim & Sassy V Shake
- On Guard Laundry Detergent
- Reveal Facial System
- Aroma Lite Diffuser



11 Lifelong Vitality



dōTERRA in-house study 2013 shows that Lifelong Vitality performs clinically. Benefits: more energy, enhanced immunity, improved mood.

14 Success

“Defeat is just a rehearsal for success!”

– Rich Higbee,
VP of Sales, US & Canada

12 What is an Essential Oil?

- ONLY Volatile Aromatic Compounds
- The RIGHT Aromatic Molecules
- Potent CONCENTRATION

15 The Challenge to You:

- Become educated
- Share what you have found, fearlessly and confidently
- Maintain the soul of a small company
- Bless our families and other families throughout the world

■ Tony & Aimee McClellan

From Impossible to Simple

“Things that seem impossible are only impossible until you do them the first time. After that, the impossible becomes achievable and, with continued work, it becomes simple.” – Tony

After her husband Tony went on a three-week work trip to North Dakota, a 13-hour drive from their home, Aimee McClellan found her motivation to build a dōTERRA business and make enough income to bring him home. “One of the reasons we did this together is we like being together,” says Tony. “We try to do as much as we can together.”

Today, they have found success by doing the simple things every day, over and over. Tony explains, “The answers

sound too easy. You talk to people every day about essential oils, you teach classes every week about essential oils, and you use essential oils every day.”

Tony and Aimee keep their team motivated by sitting down with them and finding out their goals. Tony says, “If you can keep people focused on their reasons for wanting to get involved in this, then you can work through the hard days because you’re focused.” It’s important to find out how much time or freedom they are looking for, how much income they want to earn, and how much time they are willing to invest in their business.

Tony says he has his team break down their goals into tangible action

items that make a huge goal become achievable. “People say, ‘I have a goal to be Diamond,’ but what does that really mean?” asks Tony. “Instead of just having a goal to be Diamond, you have to have a goal to teach so many classes, give out so many samples, and help so many leaders. Break that big goal down into smaller goals that you can work on.”

It’s important to recognize your leaders’ achievements when they reach them, explains Aimee. “We need to build them up and give them support and encouragement, because their success becomes our success. They need to feel like they’re important to you, because they are.”





“There are billions of people in the world, and they don’t all have dōTERRA. Whether you have a job from nine to five or you’re at home as a mom, we all have opportunities to share the oils.” – Aimee

Tony and Aimee tell their team that the most important thing is to be a product of the product. Tony says, “Nobody wants to be sold anything, but everyone loves to have people share with them. You have to get to the point where you would want to share the product with those you meet whether you got compensated for it or not, because you know that it helped you and you know that it will help them.”

They’ve also learned that when they focus on attaining a rank they don’t do as well as when they focus on serving people. Aimee says, “When we focus on people, it seems like things just fall into place. We have to decide that we have something that’s a gift that we want to share and focus on how we can serve people and let the rest just follow.”

TIPS FOR SUCCESSFUL SAMPLING

1

BE ORGANIZED: “Keep track of whom you gave samples to and make sure you’ve got a way to contact them. Write down what they’re using the sample for so you can be specific in your follow up.” – *Tony*

2

FOLLOW UP: “Just do it. I don’t think anybody loves making follow-up calls, but it’s where the business is made.” – *Tony*

3

MAKE HELPING YOUR GOAL: “If you go into a sales opportunity with an attitude that you want to help that person, then you’re not going to be offended whatever their response is.” – *Aimee*



■ Robert & Janelle Parrington



Zoo on a Tuesday

When Janelle Parrington went to her first class on dōTERRA essential oils, she left empty-handed. She says, “I really liked them, but I didn’t believe that they would work.” What got her attention was something Jen Garrett, who had taught the class, said: “How would you like to go to the zoo on a Tuesday?”

Janelle says, “I thought, ‘I don’t know what world you live in, but we all work on a Tuesday.’ But that opened my mind a little bit.” She talked to her husband about it and after doing some research, they decided to purchase some oils.

Before dōTERRA, Janelle and her husband worked multiple jobs and longed for more travel, time, and freedom. Within seven months of joining dōTERRA, Janelle had completely replaced both of their incomes.

“I THINK THE MAIN THING THAT YOU NEED AT ANY SORT OF EVENT IS A DIFFUSER. PUT THE OIL IN THE AIR SO PEOPLE CAN SMELL IT. IT’S THE NUMBER ONE ATTRACTION. JUST DIFFUSING THE OIL WILL ALWAYS GET PEOPLE INTO A ROOM.”

Despite her early success, Janelle still felt like she “ran around with [her] head cut off” until she was able to find Diamond mentors who taught her and her husband how to strengthen their team through duplication.

Today, even her four-year-old son can recite the steps to building a dōTERRA business. “He says, ‘First you have to use some of the oils, second you have to put the drops on the people.’ We find that that is really key, just opening up the bottle of oils and putting it on them opens up the door.”

“Try to learn as much as you can. Ninety percent of us got into this business because we love the oils, not the business. Just remember it’s a process. Surround yourself with successful people.”

Getting to Diamond is as simple as getting 12 Elites, Janelle says. “We have found that Elite is our stepping stone. If you can be an Elite, you can teach how to be an Elite.” They help their team map out how many kits it takes, how many classes they need to hold,

how many people need to attend those classes, and so on, until they are able to reach Elite. This technique was what it took to shoot their business forward.

Janelle motivates herself and her team with goals of financial freedom. “We

don’t ever promise any sort of income, but we do promise financial freedom in the end.” Janelle is now looking towards Blue Diamond so her husband will be able to work from home with her. Then, going to the “zoo on a Tuesday” could be a reality for the whole family.

The Three C’s of a Good Leader

Capable



Committed



Consistent

“Having an accountability partner is key to your growth. It’s desire versus motivation. You can desire it, but you have to have that accountability partner to actually be motivated and achieve it. You don’t want to let your leader down.”



■ Stephen & Yvonne Tsai

Provide Hope

Stephen Tsai believes that direct sales is one of the best ways to serve others. He says, "Direct sales provides a personal touch. You help others solve their problems and get paid for it." He had been involved in another direct sales company when he found dōTERRA, and saw immediately that dōTERRA had everything he required: great leaders, products, compensation, and training.

He saw quickly that dōTERRA products really work and make him feel healthy

and energetic. He says that he looks younger and feels better. Today he and his family regularly use the products.

Sharing the product with others is as simple as telling the truth and sharing his first-hand experiences. "Find out the needs and wants of others and what their dreams are. Then give them the solution." It's also important to follow-up with these people as soon as possible. "Do it when the iron is hot. Sometimes you should do it on the spot."

Successful follow up should be done with sincerity and empathy, and it will happen within 48 hours. Following up shows responsibility, that you care, and that you're serious about what you're doing.

Stephen only shares the dōTERRA business opportunity with people who seem ready for it. He says, "For people who show a resistance to multi-level marketing, I start serving them with products that help make a difference



MAXIMIZE YOUR **5** POWER STEPS:

1. SOCIAL 2. TECHNICAL 3. EMOTIONAL 4. PHYSICAL 5. SPIRITUAL

in their well-being and in the lives of their loved ones.”

He always shares with people how the compensation plan is balanced. “People can make money in the short- and long-term.” He knows that the dōTERRA culture sets them apart from any other multi-level marketing company.

Stephen makes sure to communicate with his team at least every other day, if possible. He discusses strategy, performance standards, and goals. Good communication is honest and shows unconditional love and support.

It's important to find people who are serious about the business and to help them understand why they want to do a dōTERRA business. Stephen says he tries to enroll family members and close friends first, and then always makes sure to encourage his downline and share his passion and his dreams with them.

For anyone who is trying to reach Diamond, his advice is to focus on action and results, be driven by your purpose, and never give up.



YOUR PURPOSE IS TO PROVIDE HOPE:
HELP OTHERS PROGRESS EVERYDAY



■ John & Shauna Wetenkamp

"I just like to have fun. I'm a little bit obnoxious, and I'm not afraid to let that out in my classes. If we take ourselves too seriously, then we just look ridiculous."



Uplift Each Other

Shauna Wetenkamp wasn't interested in dōTERRA essential oils until her husband pointed out that this could be a business opportunity that she should take advantage of. "My husband said, 'You should look into this because if you found something you were passionate about, you would be good at it.'" As she shared the oils, she started to see the difference they made in people's lives and she discovered that she loved being a part of the dōTERRA family.

From the very beginning, Shauna went for Diamond, determined to do the best she could. "I seriously just busted it out. I didn't let anything get in my way." She held as many classes as she could, and made sure she found value in every one, even if only one person came.

She admits that at one point she almost quit entirely. "I hit a low as far as my morale and energy, but just a few months after I got over that hump, I hit Diamond for the first time." She discovered that personally developing herself was most important. If she had a vision of what she wanted to achieve, that would drive her will and her desire.

Since then, she has been able to help her team when they have similar low moments. "I'm able to let them know that it's normal to have a funk. I really

THE Rythum of Life

By Pamela Smith

I honestly believe that one of the greatest products dōTERRA offers is the business opportunity. When I enrolled with dōTERRA three-and-a-half years ago, it wasn't with the intention of building a business. I'd never done anything like that before. Since enrolling, I have learned a lot about business, but more about myself. It has been a wonderful journey. I love having the freedom and flexibility to build a business in my own way.

I have a busy family life and am very involved with church and community service. These are my top priorities.

Fitting in another good thing and working to balance life has been a challenge and an adventure. dōTERRA has blessed these other areas of my life immeasurably, and I am able to accomplish much more because of the added health benefits that have come through using pure essential oils.

I love the quote by Napoleon Hill, who said, "A goal is a dream with a deadline." Another one of my favorite quotes comes from Neal A. Maxwell who said, "Although goal setting can clearly be overdone, only a few people are overly involved with goals and goal setting; most people do far too little goal setting, including the reflecting that precedes the setting of such goals." Setting short-term and long-term goals is as important to measurable progress as having sails on a boat. Without them, we lose direction. After goals are set, they need to be revisited and refined often as circumstances change and progress is made.

Each of us has our own unique set of gifts and talents. Finding, developing, and mastering them is a life-long endeavor. I have experienced the effects of doing non-essential, time-consuming things that left me exhausted and unfulfilled at the end of the day. I believe the most important things we do are the daily, repetitive things. Even though we do them every day, it is important to not let them become mundane. Our lives are built upon the daily tasks that create a rhythm of life. These tasks may not seem to add up to much at the end of each day, but over time, the cumulative effects show gradual and measurable progress toward long-range goals. Consistent, daily effort turns dreams into reality. When clear goals unite with good habits, the possibilities are limitless!

I still work daily on my own "rhythm of life," and I am learning to be patient with myself as I stretch and grow. The people in my organization inspire me. They have become my dear friends as well as great leaders who are rooted in integrity and goodness. I love seeing them grow and stretch as we work together to share the benefits of essential oils with others! ●



IDEAS FOR GOAL SETTING:

ASK

Ask yourself: What do I really want? Coming up with what you want to do, and why you want to do it, is the first step. Brainstorm ideas and narrow them down. Make sure it is what you really want.

DECIDE

Decide your reason for doing dōTERRA.

HOW

How do I get there? I start with a distant date and then work backwards: one year goal, nine months, six months, etc., down to daily tasks that will bring the desired results.

DAILY TASKS

1. Take daily personal time for daily personal or spiritual growth. Studying one hour from a “core” book helps you to focus on the right things.
2. Take care of first things first—for me: family, meals, home environment—and then move to business. Your focus will be more effective.
3. Spend uninterrupted time working on your business. Treat it like a business! Allyse Sedivy teaches the power of consistently contacting two new people and following up with two contacts. She has proven that consistency makes all the difference. Great advice!
4. Contact your front line and others who may need your help, and make sure they feel supported. That connection and bond is powerful.

BE

Be teachable. Don't be afraid to make mistakes, but don't make needless ones either. There are so many who have already figured out how to avoid mistakes, and they are willing to help. “Only a fool learns from his own mistakes. The wise man learns from the mistakes of others.”

ENJOY

Enjoy the process! Your enthusiasm and commitment will be contagious.

dōTERRA[®] CONSULTANT

Recognition

DOUBLE DIAMONDS



PATRICK & ALLYSE SEDIVY



FOUNDER USA

BOYD & SANDY TRUMAN

PRESIDENTIAL DIAMONDS



FOUNDER USA

JAMES & ROXANE BYBEE



FOUNDER USA

ANDY & NATALIE GODDARD



FOUNDER USA

ROGER & TERESA HARDING

PRESIDENTIAL DIAMONDS



FOUNDER USA

JUSTIN & KERI HARRISON



NATE & BRIANNE HOVEY



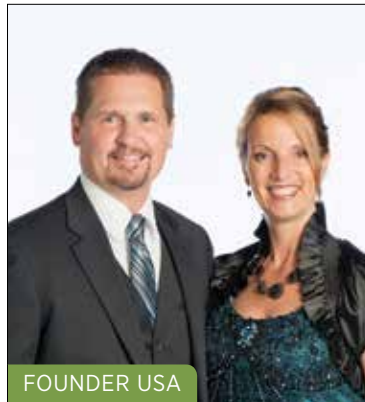
FOUNDER TWN

DAVID & TAWNYA HSIUNG



FOUNDER TWN

STEVEN & MONICA HSIUNG



FOUNDER USA

JERRY & LAURA JACOBS



ERIC & ANDREA LARSEN



MARK EWEN &
CHRISTIAN OVERTON

"I'm so excited to be part of this company. I believe in the product, the people, and I know I can change my life and others with these oils."

Susu Erikson

dōTERRA® CONSULTANT Recognition

BLUE DIAMONDS



ROMAN & CORINNA BARRUS



CHRIS & KAREENA BRACKEN



JEFF & CHERIE BURTON



SCOTT & RHONDA FORD



MARC & JENN GARRETT



STEVE & KRISTINE HALES



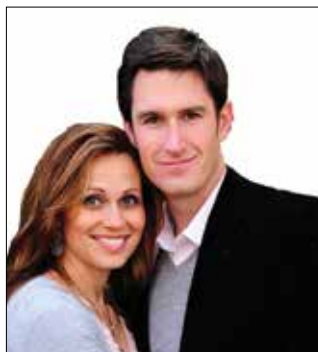
SHANE & REBECCA HINTZE



PAUL & BETSY HOLMES



BRYAN & ANDREA
HUDDLESTON



KYLE & KIERSTON
KIRSCHBAUM

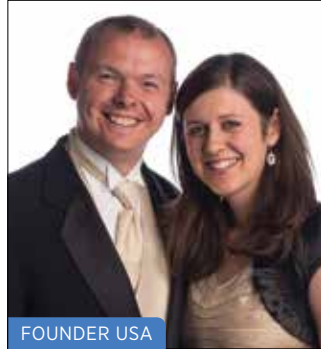
"dōTERRA is an incredible and caring community! I am glad to be a consultant. I only wish I would have joined dōTERRA three years sooner."

Lexey Gianfilipo

BLUE DIAMONDS



KAI-HSUN KUO &
PEI-LING SU



DANNY & NICOLE LARSON



JUSTIN & TAHNA LEE



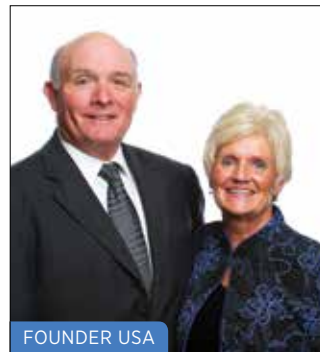
DAVID & TAMMY MILLER



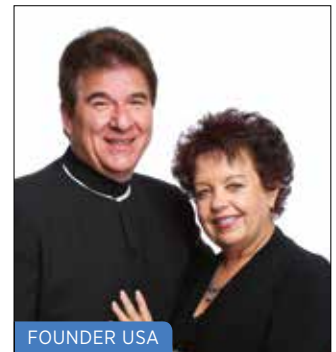
ROBYN OPENSHAW



KATHY PACE



TERRY & LIL SHEPHERD



DAVE & PEGGY SMITH



JAMES & CHELSEA STEVENS



JOHN & KALLI WILSON



JARED & SHEREE WINGER



PEI-CHI YI

dōTERRA® CONSULTANT Recognition

DIAMONDS



PAUL & DELMAR
AHLSTROM



KENNY & REBECCA
ANDERSON



MATT & KELLY
ANDERSON



SPENCER & KARI
ARNTSEN



ASTI ATKINSON



FOUNDER USA

PETER & SUSIE
BAGWELL



RICK & HAYLEY
BAMMESBURGER



FOUNDER USA

DANIEL & CHRISTINA
BENITEZ

"I am teaching my first grandchild that dōTERRA oils are good for her in hopes that she reaches for them first."

Denise Macias



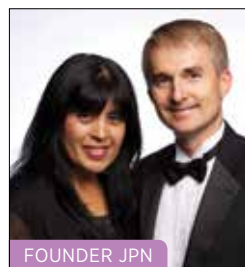
JEREMY & MICKI
BOBERG



JERRY & BRANDI
BURDINE

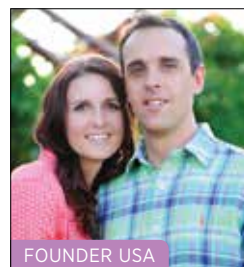


DOUG & RACHELLE
CASTOR



FOUNDER JPN

RICK & ETSUKO
CHIDESTER



FOUNDER USA

GREG & MARTI
CHRISTENSEN



SPENCER & BRIANNA
COLES



JOAN COON



MAREE COTTAM



BECKY COX



VICTOR & AMANDA
DARQUEA

DIAMONDS



LORI DAVIS



BRAD & ROSALIE
ELLIOTT



LEONIE
FEATHERSTONE



JEANETTE FRANSEN

"I am healthier and more emotionally stable when I use dōTERRA essential oils. I love being able to help my family and friends with everything they encounter."
Ashlee Miller



FOUNDER JPN

ASAKAWA KAZUYUKI
& AKIYO FUTAKUCHI



AL & MAUREEN
GARCIA



FOUNDER AUS

MAX & CHERIE
GARRETT



DAREN & CRYSTELLE
GATES



CRAIG & LYNN GINES



FOUNDER USA

VALERIEANN
GIOVANNI



CRAIG & SHEILA
GOODSELL



MONICA GOODSELL &
LOUIS FUSILIER



DEBBIE GORDON



CURT & CAROL GUEST



KIRK & JENNIFER
HAMILTON



CLIFF & PJ HANKS



EMILY HANSON



JIM & MARTY HARGER



RYAN & JENYCE
HARRIS



JOHN & MELYN
HARRISON



GARTH & JULIE
HASLEM



FOUNDER USA

GORDON & JULIE
HERBERT



FOUNDER USA

TERRY & MARIA
HEUSER-GASSAWAY

dōTERRA® CONSULTANT Recognition

DIAMONDS

"There are so many things dōTERRA helps me with. There are too many to name. I just can't be without them."

Kim Sones Kimbler



JIM & LARA HICKS



JESSE & NATALIE HILL



HAYLEY HOBSON



LAURA HOLBROOK



BENJAMIN & STEPHANIE
HOWELLS-SCOVILLE



NICK & JULIE HUNDLEY



JESSICA IDDINGS



ARIN INGRAHAM



ROB & WENDY JAMES



KILEY & NORA
JOHNSON



LELAND & ROBIN
JONES



BRIAN & RACHEL
JONES



JAE HYEON JU



LAURA KING



ASAKO KOBAYASHI



JOE & AMBER KROPF



JENNIFER KRUBA &
JEFFREY FREY

DIAMONDS



LAURIE LANGFITT



FOUNDER USA

NOLAN & PAT LEAVITT



HEATHER MADDER



BRETT & BROOKE
MAGLEBY



JAMES & CYNTHIA
MAGUIRE



JULENE MARTINDALE

"How do I love
dōTERRA oils?
Let me count
the ways. Suffice
it to say they
have made our
lives so much
healthier and
better overall."

Michelle Vivinok



FOUNDER JPN

SHOKO MATSUYAMA



FOUNDER JPN

ARITA MAYUMI



DENA MCCAFFREE



TONY & AIMEE
MCCLELLAN



JASON & SHARON
MCDONALD



JUSTIN & ASHLEE
MILLER



KC & JESSICA
MOULTRIE



HOWARD NAKATA



FOUNDER JPN

YOSHIFUSA NISHIDA



FOUNDER JPN

SUMIKO NOBORI



JEFF & CRYSTAL
NYMAN



FOUNDER JPN

RIYO OGAWA



FOUNDER JPN

KEIJI & EMIKO
OKUYAMA



RICHARD & JENNIFER
OLDHAM



FOUNDER AUS

PAULA ECKERT &
JOHN OVERBEEK

dōTERRA® CONSULTANT Recognition

DIAMONDS



ROBERT & JANELLE
PARRINGTON

"With dōTERRA, not only do we have the power of healing in our hands, but Healing Hands with dōTERRA reaches out to others to help, and that speaks volumes for a company."

Denise Cromer Lange



SPENCER & LARA
PETTIT



ROD & JENNIFER
RICHARDSON



FOUNDER USA

BURKE & NATALIE
RIGBY



SETH & JENNIFER
RISENMAY



CASEY & MELISSA
ROBERTSON



JAMES & KELLY
ROBISON



GARY & KARINA
SAMMONS



ERIC & GALE
SANDGREN



JEFF & DIANE
SHEPARD



FOUNDER AUS

MARK SHEPPARD &
RANI SO



RYAN & DANI SMITH



JIM & TAMMY
STEPHENS



SAMUEL & MELISSA
TÆU



BILL & ERLEEN TILTON

DIAMONDS



BETTY TORRES-
FORBORD



GINA TRUMAN

"We are truly blessed to be a part of such an amazing gift. Thank you to those who were involved in the creation of this wonderful company."

Angela Moore-Perman



STEPHEN & YVONNE
 TSAI



KACIE VAUDREY-
SHOBER



SONDRA VERVA



WENDY WANG



MARK & TAMALU
 WATKINS



JOHN & SHAUNA
 WETENKAMP



RON & LIZ WILDER



DANIEL & AMY WONG



KEVIN & NATALIE
 WYSOCKI



JOEY & CACHAY
 WYSON



YOSHIYA & IZUMI
 YANAGIHARA



MIHO YOSHIMURA

DIAMONDS NOT PICTURED:

ELDER RUAN
 EKUSERAN YUGENGAISHA

dōTERRA® CONSULTANT Recognition

PLATINUMS



KATIE ADAMS



KAREN ATKINS



ERIC & BECKY
BARNEY



CONNIE BOUCHER



BRENDA BROWN



ERIKA BUTLER



MARK & ROMI CLARK



RICK & ALISSE COIL



JUDY CRUDEN



CURT & TONIA
DOUSSETT



AARON & WENDY
FRAZIER



PAUL & STEPHANIE
FRITZ



VINCE & TERESA
GARCIA



THOMAS & AMY
GLENN



MELISSA GUTHRIE

"Truth and integrity are so valuable, that is why I value this company so much."

Waynette VanFleet



AISHA HARLEY



JENNIFER HEATH



JON & EVE HEWETT



BRENT & ANNIE
HONE



JEFFERY & MIRANDA
HU



BILL & DEENA
JORDAN

PLATINUMS



MASAMI KAWAI



DEBBIE KRAHN



SPENCER & RETA
KUHN



PEGGY
LANGENWALTER



CRIS & PATTY
MARTINEZ



KEIKO MARUTANI



PATTI & JOHN
MASON



AARON & TONYA
MCBRIDE



ANGELA MOFFITT



COURTNEY MOSES



TAMI NUHFER



BERNADETTE
O'DONNELL



CYNTHIA PATIENCE



FRANI PISANO



CINDY PRICE



JOSEPH & CATHARINE
PUTATAU

"The oils
are a way
to achieve
optimum
health and
wellbeing,
truly a gift of
the earth."

Peggy Keith



BRUCE & SARADEL
RIRIE



JULIE ANN SCOTT



KIRK & LANA SMITH



TAMMY STEUBER



WADE & CHRISTINE
STOLWORTHY



FOUNDER AUS
ADHEESH PIEL &
SANTOSHI STONE



EVAN & ADRIENNE
THOMAS



SANDRA WANG



EMILI WHITNEY



ROB WILSON



KRISTI ZASTROW

PLATINUMS NOT PICTURED:

ANANDA BERNSTEIN
KAORI FUJIO
CHRISTINA GARDNER
YOSHIHISA KOMIYA
CAROL-ANN MENDOZA

dōTERRA® CONSULTANT Recognition

GOLDS



ATANASKA ADAMS



COLEMAN & HILARY ALLEN



NEAL & ERIN ANDERSON



DEAN & KATHIE ANDRUS



JANAE ARANCIBIA



LORI BACON



ANA LEDA ARIAS BARRANTES & CARLOS GILBERT PANIGUA BLANCO



DEBBIE BASTIAN



JENNIFER BEJCEK



JOE & ASHLEY BELL



MARIE BERWALD

"I love how dōTERRA has changed our lives!"

Monica Henderson



SHAWNA BIELMANN



VERA BLOUIR



JAMIE BOAGLIO



EMMANUELLE BOURBON



JONI BRADLEY



DEANA BUSHMAN



HEATHER CARLSON



ADABELLE CARSON



DIANE TENNEY CHATTERTON



CAROL COLVIN



ALICIA COTTAM



TOM & ANITA COTTAM



TANYA COTTERELL



TIFFANY DAHL

GOLDS



SHELLY DAUGHERTY



JARED & MINDY
DEGRAFFENRIED



HALEY FACHNER



DAMIAN & JENNA
FANTE



ANDREW & CHRISTY
FECHSER



MARK & TIFFANY
FLAKE



MARCIA FRIACA



NATHAN & KRISTEN
FUCHS



LISA ANNE GAFKJEN

"dōTERRA essential oils help
me help others."

Susan Jackson Tweedy



WENDY GIANNUZZI



KATIE GLASGOW



RARIKKUSU
GOUSHIGAISHA



LEON GREEN



PINGHUA GU



SCOTT & SHYANNE
HATHAWAY



WAYNE & JENNA
HENRIE



BRYANT & BRIANNA
HESS



JASON & STEPHANIE
HILL



HOLLY HIRT



MARK & PATRICIA
HOFFMAN



TANYA HOWELL



YU HING HUI



CYNTHIA INCZE



ROSE INGRAHAM



ZIA INMAN



SCOTT & TONI
JAEKEL



STEPHEN & SANDRA
JENSEN



LAYNE & SHARON
JONES



STACY JONES



COLIN & JEN KELLY



BRIAN KIEL



DOMINIQUE KING

dōTERRA® CONSULTANT Recognition

GOLDS

"I like dōTERRA oils because they're pure. The frequencies and healing properties of dōTERRA are unsurpassed."

Dee Schulthies



MELISSA KING



TARA KINSER



CHRIS KIRSCHBAUM



TERESA KOERNER



ALLEN & HEIDI
LAFFERTY



MARY LAGASSE



MARGIE LASH



JAMES & MICHIE
LAYTON



MICHELLE LEBARON



JOHN & CAROLINE
LEE



MARLIES LEE



DIANE LEFRANDT &
JESSICA SMUIN



DAVID & EMILY
LESHNER



YUEN MING LEUNG



JODI LEWIS



SHELLY LOYD



LISA LUKE



ADELE LURIE



JULIE MARGO



MIKI MATSUMOTO



JEFF & JENNIFER
MCCLURE



KEITH & KERI MCCOY



BEBE MCFALL

GOLDS



WAYNE & KAREN
MERRITT



PRISCILLA MESSMER



JUDI MINCKLER



SCOTT & ROBYN
MITCHELL



CHRISTIAN & MARJA
NEUDEL



MITSUKO NOMIYA



AUSTIN & AMBER
NORDSTROM



KERRY & DENISE
NORRIS



ANNA OFFMAN



SHEEN PERKINS



ANGELA
PIJANOWSKI



SHANE & BROOKE
PUGH



ROBERT & DONNA
RAMOS



PERLA RAY



ELAINE RISER



JANESSA SALSBERY



HUI-CHUAN SCHENG



SUSAN SCHIERING



KAZUMI SEKIGUCHI



NANCY SERBA

"dōTERRA essential oils have revolutionized my health, my marriage, my family, and my life."
Deanna Johns Nichols



ROBYN SIMON



RIGEL SMITH



JOHN & JENNIFER
SORENSEN



THERESA SOUCY



DAVE & CALLIER
STEUER



DENNIS & JANETTE
STEVENS



SHEILA
SUMMERHAYS

"dōTERRA essential oils are awesome. This is a need not a want. I'd like to share this with the world."

Bobbie Rogozinski

dōTERRA® CONSULTANT Recognition

GOLDS



JIM & TOBY
SWANGER



KERI THOMPSON



LYNN THOMPSON



ADAM & NIKKI
TOPHAM



MATT & ALICIA
TRIPLETT



DUANE & CRYSTAL
TUCKER



LORI VAAS



KATE WAGNER



HEIDI WEYLAND



NOBORU YAMAMOTO



HIROKO YAMAZAKI



FUMIKO YOSHIMOTO



YASUNORI
YOSHIMURA



KENDRA YOUNG



TOMOKO YUTAKA

GOLDS NOT PICTURED:

KINDRA ADAIR
KELLY ALVIS
LIZETH BALDEMAR DE ARRAS
BRENT & KRISTI AVERETT
PAUL BERGMAN
KEN & WENDY BERRY
SCOTT & LEESA BRIDGES
RACHEL BRINKERHOFF
TRACY BROADHEAD
CLAUDIA CALDERON
ERICA & ANDREA CAMPANELLA
WILLIAM & DONNA CARD
WAYNE & MARIDEE CASH
THAD & KATHY CHANDLER
YU-JUNG CHEN
HSIAO CHUN LIU
FARRAH COLLVER
MELISSA COOK
DURELL DARR
MAO DU
SHANE & STEFFANIE ENGLAND
KEITH & SPRING ESTEPPE
MEGAN FRASHESKI
JEFF & JENNIFER FRINK
ERIC & MELISSA GARCIA
MICHELLE GETZ
ERICK GONZALES

LUCY GONZALES-ROMERO
MATTHEW & ANNA HALES
RYAN & KENDRA HALES
ALLISON HAYS
EUGENE & DIANA HENKEL
WAI KEUNG HO
ROBERT & TONI HOLLAND
DENA HOLMES
ALLISON HUISH
SEIKO IKUTA
CAROL KING
CHRISTIE KIRKHAM
ANNE MARIE & SHANE KLEPKO
JENNA KRAHN
KURIKI NAO
CYNTHIA LANDES
LOIS LANE
DANIEL & RONNIE LARDIZABAL
DAVID & SARIAH LEALE
JANYCE LEBARON
JOHNATHAN & RACHEL LINCH
NANCY LINDER
MARIE LUEBKE
TANYA MAIDMENT
MICHELE MALCHOW
ANITA MARRIOTT
RUMI MATSUBARA
YOSHIRO MATSUDA

TERUMI MATSUSHIMA
MELISSA MILLER
ROBERT & HOLLY OLMSTEAD
DAWN OLSEN
JOHN & AMANDA OLSEN
TAMMY OLSEN
SHERI NORTON
ALLYSON PHILLIPS
CYNTHIA PORTER
SHERRI PRICE
NISHA RIGGS
ROSS ROGERS
IGNACIO SANTOYO & SILVIA MARTINEZ
MARK & HELEN SHAW
MARIZA SNYDER
DAMON & PRISCILLA STEWART
JULIE STOESZ
YOKO TAKAKU
GERRIE TAYLOR
DEBRA TUTTLE
YASUKO & TAKAMORI UETSUHARA
WAYNETTE VANFLEET
JENNIFER VASICH
MICHAEL VANSTEENKISTE
BRETT & DEBORAH WHITE
YUN YEY
KAMIYA YOKO
ADAM ZACHARY & NICOLE CLOUD

Recognition is based on the highest rank reached three times in a calendar year and then maintained once a quarter.
Recognition is current as of October 2013.

dōTERRA®

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