

# LEADERSHIP

## New Presidential Diamonds - 4

Mark Ewen & Christian Overton



Get Inspired - 66

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The Importance  
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NEW PRESIDENTIAL DIAMONDS  
Mark Ewen & Christian Overton



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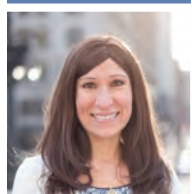
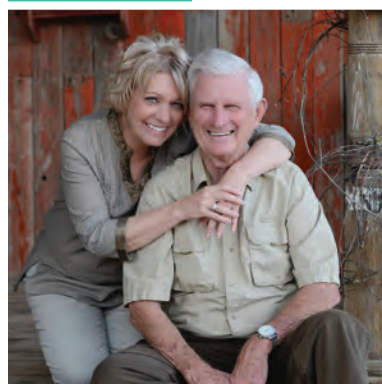
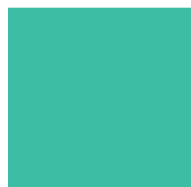
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## Congratulations on Reaching Presidential Diamond

# Mark Ewen & Christian Overton

LEHI, UTAH, USA



Mark and his wife, Danyelle, with their two children.

### When did you start doing business together and why did you pick network marketing?

**MARK-** From a young age I was excited about the income and time freedom available through network marketing, so I jumped into it early on. I think once you experience success, you realize you can have a lot of fun, meet great people, travel the world, and really be your own boss. I have never looked back.

**CHRISTIAN-** Mark and I met at the 2002 Winter Olympics at the Grand America Hotel where we both were in management. Mark and I became friends and went into business together in a network marketing company. We did extremely well, reaching the top levels of that company. However, the infrastructure of the company and their compensation plan were not stable. As a result, we lost many people to other companies, so our income dropped significantly.

### Why did you decide to build a dōTERRA business?

**CHRISTIAN-** After we lost a lot of our income, I started looking for another network marketing company to join. I met with distributors from other companies and just couldn't come to a place where I was comfortable with joining. Either they didn't have a product I could get behind, or the compensation plan was not rewarding enough. While I was in this process



#### Steps to Success (Mark):

##### Self-motivation.

"A lot of people doubt, so this makes the difference."

##### Self-discipline.

"If you don't have it, you're not going to do anything."

##### An accountability partner.

"Rely on your upline to help you."

##### Persistence.

"If you don't keep going, you won't see results."



## The Benefits of an International Business (Christian):

**Travel.** “You get to go to these wonderful places to do business, put on events, and meet great people—and then write the trip off for tax purposes.”

**Growth.** “The thing about international network marketing is when you have teams in Asia and Europe, you’re literally making money while you sleep.”



Christian and his wife, Jennifer, with their three children.

of looking, I received a call from Allyse Sedivy. She asked if I would meet with her, and I did. We sat down and started talking. She mentioned what the product was and when she said essential oils, I searched for a polite way to tell her that I wasn't interested and leave. Then, she mentioned the executive management team. I knew several of them and I knew their reputations, so I agreed to meet with them. As I learned about their commitment and professional experience, I was impressed, and that convinced me to join. I remember Emily Wright told me that day, “I know you're business-focused now, but there will come a point when essential oils will become the most important thing to you.” Now, four years into our journey with dōTERRA, I can see that she was absolutely correct. We exceeded our goal income within four months of working with dōTERRA, but beyond that we have seen what the oils can do for people and we've committed to go out and share them with everyone we can.

### How has dōTERRA been different from other network marketing businesses you've worked for?

CHRISTIAN- We have found that dōTERRA is definitely an educational business. There are a lot of companies where you just get people in the business and they go out and get other people in the business and there's not a whole lot to it—it's all

about the money. We have found that with the essential oils, once people get educated and invest their time into learning about them, they become very committed. It becomes a lifestyle for them and that's why the retention of the company has remained so high and continues to grow. The products work and they change lives.

### How do you support your growing team?

MARK- We always make ourselves available to everyone through phone, text, and email. We let them know that wherever they are in our business, they can reach out to us. We make sure they understand the compensation plan because if they don't understand the compensation plan, it's not going to duplicate right.

CHRISTIAN- The beauty of duplication is you can work with someone until they figure it out for themselves and then they become self-sufficient. They have to come to a place where they are committed to themselves, not just to us. They need to want it badly enough that they are willing to work hard for it. That's what we look for. If we're going to invest our time and resources into someone, we make sure they are completely 100 percent onboard and that they see dōTERRA as the vehicle to help them accomplish their goals.



## Fred & Carrie Donegan

WESTWOOD, NEW JERSEY, USA



# Quality and Integrity

**F**red and Carrie Donegan were first introduced to essential oils through another company in 2005. They had just reached a high rank in that company when the company announced that they were significantly changing their compensation plan—so much so that the Donegans would have to double their volume just to keep their rank. They worked hard, but could not achieve it. They began looking into other options, including selling their business, when the company terminated their account.

It was during this time that they were introduced to dōTERRA. They fully expected the dōTERRA products to be low quality, but were pleasantly surprised. Carrie says, “There were all these rumors flying around that the products were diluted, adulterated, and smelled and tasted funny—but none of that was true. Their products were the finest I had ever experienced.”

It was not only the quality of the products, but the quality of the company that drew the Donegans to

dōTERRA. “The success of dōTERRA, from our observation, is its integrity. We saw right away that the dōTERRA management team operates with a high degree of integrity. We think this integrity draws quality people into the company.”

They decided to join dōTERRA and succeeded in reaching the Diamond rank in only 54 days. It had taken them seven and a half years to reach an equivalent rank with their previous company. Fred says, “It wasn’t like we



**“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**

## BUSINESS TIPS:

**1** Keep a list of people to contact. Write down why you are contacting them so that when you call, you focus on their needs and not on your goal. Once they have enrolled, mark a date for your next meeting.

**2** Always introduce the Loyalty Rewards Program when they enroll. Be sure to guide or coach them through a 90-day plan for success that addresses their particular issue or concern. You want them to be able to experience what dōTERRA can do for them when it becomes a part of their daily lives.

**3** Check in with your new enrollees one week prior to their next Loyalty Rewards order shipment date. Ask them how they are doing and help them set up their next Loyalty Rewards order.

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 better option and those who had never even held an essential oil before, but were drawn to dōTERRA because of its mainstream appeal.”

Though the Donegans have grown quickly, they have succeeded in maintaining their Diamond rank and recently advanced to Blue Diamond. They say, “The key to hitting and maintaining rank is goal setting. If you help your leaders and their team formulate and execute their plans to reach their goals, then you will achieve yours. It is a process that happens from the bottom-up, not the top-down.”

For Fred and Carrie, the road doesn't stop here. “Achieving Diamond isn't just a short-term goal for us. We see it as a mile marker on a long and pleasant journey. So far, the people we have met along the way have been great. We look forward to meeting many more as we continue our journey with dōTERRA in the years to come.”

**“My hope is that everyone can have the dōTERRA experience. Most people go through life working in jobs that are not rewarding. Maybe they pay well, maybe they’re close to where they live, or maybe they’re good at their job, but how rewarding is that job? I can’t imagine anyone saying they’ve had a dōTERRA experience that wasn’t rewarding.” –Carrie**

## Damian & Jenna Fante

SIMI VALLEY, CALIFORNIA, USA

**“This has given me a fulfilling career. I’m able to touch people’s lives in so many different ways. I’m just so grateful to be a part of it.” –Damian**

dōTERRA seemed to come at the perfect time for the Fantes. Jenna had become increasingly interested in natural health and wanted to get out of her pharmaceutical job. Damian had been trying and failing to get a job and earn more money for the family. Then Jenna’s coworker, Jessica Moultrie, introduced her to dōTERRA.

The Fantes were both ready for something new and enjoyed that dōTERRA was something they could do

together. They were skeptical of network marketing at first, but decided to put their all into it and succeed whatever the odds. Jenna says, “It was a pathway to achieve what we had always wanted for our family.”

As they started working together, they had to learn how to best take advantage of each other’s individual strengths.

Damian says, “In the beginning, each of us tried to do all the jobs and that wasn’t very constructive. We needed to take

advantage of what each of us is good at and divide out the jobs so we weren’t stepping on each other’s toes. More got done because we weren’t doing the same thing twice.”

Jenna and Damian have learned to be organized about who helps take care of the kids and who focuses on work at any given time. They make sure to look at the big picture and keep in mind when things are going to be busier or slower—like when they do Diamond Club, or

# GROWING TOGETHER



## BUILDING LEADERSHIP IN YOUR TEAM



**ASK THE RIGHT QUESTIONS:** “We believe everybody has the answer they’re searching for inside of them, it’s just a matter of asking the right question for them to find it.” *–Damian*



**LET GO OF CONTROL:** “I needed to learn to step back and let people come up with their own solutions to their problems. That helps build them up as leaders.” *–Jenna*



**DEVELOP A RELATIONSHIP OF TRUST:** “It takes time. It takes communication. It takes passing things off to them and not looking over their shoulders waiting for it to get done.” *–Damian*

when they have a new baby. Jenna says, “We look at our business in phases. We communicate what we’re committing to during each phase so we both know what we’re getting into and how much effort we’re going to put in.”

They also try to communicate with their team in such a way that they can help them help themselves. Damian says, “You have to build relationships with your team because the closer you are, the more you communicate, and the

more you take time to mentor them. Also, as you build your relationships with them you will be able to trust them as a leader because you’ve been with them every step of the way.”

Most of all, they are grateful for the opportunity to live their dreams. Jenna says, “It’s opened up the possibility to do whatever we want as long as we commit and don’t give up. It’s been really rewarding to do this business. You start from zero. To then build it to

something significant and see others do the same thing in their lives—that’s pretty powerful.”

“dōTERRA has filled a need in me to be able to do something that I’m passionate about, that I enjoy, and that I wholeheartedly believe in.”  
*–Jenna*





## Michael & Jennifer Heath

SOLDOTNA, ALASKA, USA

# Developing Leaders

**“dōTERRA has blessed me with the prospect of financial freedom. I’m able to travel, spend time with my kids, and soon I’ll be able to let my husband retire. dōTERRA has offered me so many opportunities that I’ve never had before.”**

After years of single motherhood, Jennifer Heath longed for the chance to be a stay-at-home mom. She married her husband Michael in 2005 and had a son with him, but Michael still preferred for her to continue working.

Jennifer had worked for the state of Alaska for many years, and wanted a different option. She began studying to get into nursing school; it was while she was in this process that she was introduced to dōTERRA.

Jennifer had always been interested in giving her children natural health care and was attracted to dōTERRA because of the options it gave her as a mother. It took several months for her to consider taking advantage of the business opportunity. She had participated in three other network marketing companies before and never made a dime, but when she asked her upline about doing

a dōTERRA business, Jennifer was surprised when she was offered help.

That help she received made a difference, and before long Jennifer found that her friends and family were interested in what dōTERRA had to offer. Soon she had big dreams of reaching higher ranks and achieving financial freedom for her family. She says, “I kept busy. I kept sharing, doing classes, and talking about the oils. I didn’t depend on my team to get me to Diamond—it was up to me. I had to make it happen. I think a good leader or manager is the one that’s doing the work along with their team.”





**“Don’t give up when it gets tough. You will have moments where you will want to give up, but remember that your success will not be overnight. This is a long road. You have to be in it for the long haul.”**

Jennifer knows that she can’t expect her team to be leaders unless she shows them how. “A lot of times you’ll hear people complain that they don’t have any leaders on their team, but they have all these people in their downline. People think that they’re just going to find this phenomenal person that’s

going to be a builder right then and there when they sign up. The thing is, you have to train who you have, you have to lead people, and you have to show them what it means to be a leader.”

As she has progressed in her business, Jennifer has seen that she has gone

from depending on the support of her upline to leaning on the support of her downline. “If I’m having a situation I’ll ask them, ‘What should I do?’, ‘Should I do this?’, or ‘Was that OK?’, and they have been there to help me and lift me up when I’ve needed it. It’s funny how the roles have changed.”

#### FINDING PEOPLE TO SHARE WITH:

**1**

##### **Get out of your comfort zone.**

“It’s uncomfortable to meet new people. I just try to be more outgoing, more of a people person.”

**2**

##### **Start conversations.**

“If you start asking them what they do, eventually they’re going to ask you what you do.”

**3**

##### **Purposefully run into people.**

“In this business you have to purposefully set things up with the intent to share with people.”



## ■ Bryant & Brianna Hess

SHIOCTON, WISCONSIN, USA

# Invest in the Future

**W**hile other fathers may invest their time and money into earning an MBA or other higher education degree in order to better support their families, Bryant Hess decided to invest in a dōTERRA business. When his wife Brianna first came home with essential oils, Bryant didn't pay much attention to them. Once she started hosting classes and he saw how excited people were about dōTERRA, he realized the potential in the business opportunity.

Bryant decided to begin growing a dōTERRA business alongside the fulltime cow hoof trimming business that had been in his family for three generations. It was a busy time that involved a lot of sacrifices. Bryant says, "There will always be people who say, 'How could you take time away from your family to do another business?', but they would never question someone that was taking time away from their family to go back to school. Going back to school means you get another degree, but you don't get more time freedom—in fact, oftentimes you will have less. On the other hand, growing a dōTERRA business in that same amount of time totally transforms everything about your ability to be a parent because you get that time back."

**"The kids have been fantastic. They have been onboard from the get-go. They've put up with a lot, but we taught them what it meant for us to have a dōTERRA business and they have been our number one supporters by far."** —Bryant



## Simplify:

"There's all kinds of ways you can complicate your business. We tried to complicate every aspect that we had our hands on, and every time our business would stop growing. The more we got back to the basics of finding, teaching, enrolling, and duplicating, the more our business grew."

## Don't Overeducate:

"When we first started, we got to the end of a class and people said, 'This is so much information, I don't know if I could ever do this on my own.' When we emphasized helping people experience the oils and learn how to use *Modern Essentials* to find their own answers, people realized they had the tools they needed to help their families."



Bryant first set his sights on reaching Silver within a year. He says, "I thought that was going to be impossible because I'd never known anybody be that successful in network marketing before." When they hit that goal in a matter of a few months, Bryant realized how far their business could go. Now, he has been able to sell his hoof trimming business and will be able to do dōTERRA fulltime.

Bryant's advice to anyone who wants to reach Diamond is to never stop doing the

little things. He says, "Finding, teaching, and enrolling are the things that get you to the Elite level, and they are the same activities that will get you to higher ranks. Don't stop doing them."

Brianna is excited to be able to contribute more to the business once Bryant is fulltime. She says, "The business was always intimidating for me because it came so easily to Bryant. I had to learn to step into my own and be confident in who I am. I have something to offer."

Both Bryant and Brianna love being able to help others through dōTERRA. Brianna says, "I like to assist people in any way, even if it has no immediate gain for us. We've found that if we honestly help people with a sincere heart, people realize that we're not out there to sell. They end up seeing what we have and wanting to be a part of that because we began with the intent to help them."



## Jon & Eve Hewett

CEDAR HILLS, UTAH, USA

# A Powerful Lifestyle



**A**s a mother of eight, Eve Hewett needed a business like she needed a hole in the head. She had used a few essential oils and knew that her neighbor, Laura Jacobs, was involved with dōTERRA, but it wasn't until she needed them for her family that she went to Laura for help and discovered how much essential oils could do.

Eve began to be a frequent user, but still had no interest in the business. She says, "I was a stay-at-home mom for 25 years. I was very busy and didn't want to build a business, but I was telling everyone about the oils. Finally, my husband said, 'You know, you're telling everyone about essential oils anyway, you might as well make a little money at it.'"

Eve's husband Jon had lost his cabinetry business to his partner. In the aftermath, the family was struggling to make ends meet. Still, Eve didn't want sharing essential oils to be about money. It wasn't until Laura Jacobs came and told Eve she needed her help to reach Blue Diamond that Eve's business really began to grow. With Laura's help, she scheduled classes, traveled to other states, hit Gold, and hasn't stopped growing.

**"My whole family has been supportive and willing to sacrifice for this business. They're onboard and love the essential oils. All of our older children are enrolled. Doing this business with my family is one of my greatest joys."**

**“When I’m talking to someone about the business opportunity, I tell them about the company’s 65 percent retention rate. It is unheard of. That means they’re not going to have to enroll 100 people a month. They can enroll people that are actually going to stay.”**

Along the way, Eve learned some valuable lessons. After driving 16 hours to a class in Arizona that no one from her team showed up to, she learned the importance of preparing a host or hostess. “You need to have some good qualifying conversations as to what it looks like to host a class. You need to teach them how to invite and not just post on Facebook. You need to teach them how to sample, how to plan a class. When there’s a lot going on, it’s easy not to plan future events, but you need to be looking into the next two weeks and plan those things out.”

Eve knows the most important thing that people can do is share essential oils. “It’s just opening your mouth and serving people more than anything else. Listen to what people say when you ask them how they’re doing. Everyone has something going on that you can help them with.” She makes it about helping others and getting the oils into their lives, even if they never build a business.

Eve considers her job done not just when she gets someone to have an experience with essential oils, but when all the products have become a part of their lifestyle. “One of my favorite things is the Loyalty Rewards program and not because it builds my business, though that is a nice byproduct, but because when people are ordering monthly they start trying different products and incorporating the whole product line into their lives. When they start turning to dōTERRA for anything that goes wrong, that’s when they powerfully change their lives.”



## TIPS FOR PERSONAL DEVELOPMENT

### BELIEVE IN YOURSELF.

“I am a stay-at-home mom, and I didn’t feel like I had the skills necessary to do network marketing. I had to figure out how to believe in myself.”

### GET RID OF EMOTIONAL BAGGAGE.

“You only progress as far as you let yourself. If you don’t get rid of your baggage, it’s going to come up, get in your way, and block your path to success. Don’t quit. Continue working on yourself.”

### STUDY YOUR RESOURCES.

“I focused on learning from those who have done this before. I was always reading or listening to something. They don’t teach you these things in school. I had to learn a lot.”

## THE IMPORTANCE OF

# Corporate Events

Hear from several dōTERRA Diamonds and Blue Diamonds about what corporate events have done for their teams.

## How do you encourage your team to attend corporate events?

"I always use recognition as the means to get my team to corporate events. For every Silver on my team, I reward them with a ticket to Leadership Retreat. When they hit Gold, I give them a ticket to the gala, and when they hit Platinum, a ticket to convention. I over-emphasize the need for everyone to attend these events." *—Carol Ann Guest, Diamond*

"I offer free tickets as incentives for growth where I need it. Sometimes I give them to leaders to use as they see fit. I have given tickets at half price or free to needy people who show potential. I have paid for hotel rooms or offered them at half price. I have offered to buy meals for my team, or had a dinner during the event to gather for recognition."

*—Kathy Pace, Blue Diamond*

"You need to help create the desire by explaining the benefits and what they can expect from the event. We want to know what's in it for us. It seems a bit selfish, but that's how we are. Why would I go to an event that I thought would offer me nothing but wasted time? We focus on helping them understand how great it will be and what they're going to miss out on if they don't attend." *—Rob Wilson, Diamond*

"The truth is, I am very selective about what events I promote to my team. I respect them and their time, and they have come to trust me because of it. When a corporate event comes up and I talk it up big time in my Facebook group, my team knows that it is something worth their time."

*—Farrah Colver, Diamond*

"More than anything, we inspire an understanding that these events are a powerful and valuable investment in your business." *—Arin Ingraham, Diamond*

## Why are corporate events important?

"There is nothing quite like the joy and energy you feel sitting in a sold-out crowd of happy, thrilled Wellness Advocates."

*—Joan Coon, Diamond*

"These events are crucial! I think that these events show the passion, integrity, and heart of dōTERRA. If you have someone on the fence, these are the events to get them to. We need and want people to see how our corporate executives are not about anything more than serving their company and providing natural solutions. The compassion they have for each one of us shines through. They give us the ability to see that we are a part of something bigger."

*—Jessica Iddings, Diamond*

[illegible]



## ■ Jeffrey & Miranda Hu

SAN GABRIEL, CALIFORNIA, USA

# A New Purpose

**“Every single one of my children is faithfully using dōTERRA. Every year, we have to have dōTERRA products as a part of their Christmas gifts.” –Miranda**

When Miranda Hu's friend, David Hsuing, called to tell her about essential oils, she thought they were only good for their fragrance. She says, “I didn't think it was something I needed to do as a business, but David said, ‘These aren't the oils you're thinking of.’” Once Miranda and her husband Jeffrey discovered all the benefits that essential oils had, they couldn't stop sharing.

Jeffrey immediately recognized the advantage of the dōTERRA business opportunity. He saw that essential oils

come in a bottle you can carry anywhere, and the market is limitless because it's something everybody needs. Jeffrey and Miranda jumped right in and started building. Today, they hold weekly classes in their own center taught in Chinese, Japanese, and English. The regular time and location allows their team to come, bring their friends, and learn more about essential oils.

In the beginning, Jeffrey and Miranda helped bring dōTERRA to the Chinese community in their area by translating all of the written material they received from dōTERRA into Chinese. They have found that their community is very open to natural alternatives. Miranda

says, “The Asian culture has always been into herbal remedies and acupuncture. Many of them don't know what essential oils are, but they are open and willing to try them.”

Jeffrey and Miranda have never had to ask people to buy the oils, they simply make sure to never leave home without them. “That way you have the opportunity to share right away when you see someone in need. You have them try the oils and let them come to you. We never force people. We respect their choice.”

There are many network marketing companies in the Los Angeles area, so Jeffrey and Miranda find they have many people who come up to them interested in the business opportunity. They always





**“I’m very bad with numbers. If you ask me about the requirements for Silver or Diamond, I won’t know. Jeffrey is good at that. We’re like a perfect team. I focus on product training and he does the business training.” –Miranda**

instruct them to get to know the products first. “If you don’t have a personal experience or testimony with the product, there is no way you can do dōTERRA very successfully. We encourage people to try the product first, and then see if they feel the business is right for them.”

When someone wants to begin building a business, Jeffrey and Miranda make sure to listen to what they are looking for. “Every individual has a different situation and a different pace. They could be doing the business part-time, or just want a little extra income to help their family. Every person has a custom-made program for them.”

Miranda’s five children have all grown up, and she’s grateful to have dōTERRA to give her a new purpose during her empty-nest years. She says, “I love to help people and I love to share. dōTERRA is the perfect tool to do that.”

#### **JEFFREY: COREY LINDLEY TALKED ABOUT THE FOUR THINGS YOU NEED TO BE SUCCESSFUL IN NETWORK MARKETING:**

- |                |                   |                     |               |
|----------------|-------------------|---------------------|---------------|
| <b>1</b>       | <b>2</b>          | <b>3</b>            | <b>4</b>      |
| <b>PRODUCT</b> | <b>LEADERSHIP</b> | <b>COMPENSATION</b> | <b>TIMING</b> |

#### **IN MY OPINION YOU JUST NEED TWO THINGS:**

- |                       |                    |
|-----------------------|--------------------|
| <b>1</b>              | <b>2</b>           |
| <b>A GOOD PRODUCT</b> | <b>A GOOD WIFE</b> |

“IN THE LOS ANGELES AREA, THERE ARE A LOT OF PEOPLE WHO COME FROM DIFFERENT COUNTRIES. THEY HAVE SHARED WITH THEIR FRIENDS AND RELATIVES, SO WE HAVE A LOT OF TEAM MEMBERS THAT LIVE OUT OF THE COUNTRY. IN ORDER TO CONNECT AND SHARE WITH THEM, WE SPEND A LOT OF TIME ON THE PHONE AND ON WEBINARS.” –Miranda

## Shane & Jennifer Jackson

SALT LAKE CITY, UTAH, USA

*“Don’t be afraid to share. You never know who needs dōTERRA. Don’t be afraid to be transparent with your personal experiences. You’ll see them change people’s lives.” – Jennifer*

# Driven to Serve

Jennifer Jackson had already been using essential oils when she was introduced to dōTERRA. She readily incorporated the products into her routine, but wasn't interested in the business. A few years later, she reached a point in her life where she was looking for a different option. She was working fulltime as a hygienist, her husband Shane had lost his job, and they wanted to be able to take their kids out of daycare. She says, “When the economy flipped, we went from a really good income to nothing. I was spending all my time at work to cover daycare, and it just wasn't balancing.”

She started looking into the dōTERRA business opportunity to at least make a little money on the side. The checks started coming in, and that got Shane's attention. He researched fully into dōTERRA as a company, and soon decided to join her in the business. Before long, they were reaching higher and higher ranks. He says, “One of our biggest spurts of growth came when we were probably the busiest and under the most stress. Jennifer was still working, nursing a new baby, and had three other little kids, but that pushed us to grow. Jennifer is the type of person to not let anything get in her way.” Eventually, they were able to both devote themselves fulltime.

When it comes to working together, the Jacksons have found that things work when they communicate. Jennifer says, “We both have a super heavy drive to be successful and we both have good ideas.



## DIAMOND TIPS



### Focus on the positive.

"When people try to be negative, change the subject. There's no reason to downplay and belittle. It brings everyone down. Be the positive mouthpiece."



### Push through the hard times.

"This is not an easy road, but everyone gets challenges in their life and it makes you a better person and a better leader."

# OK

### Don't get offended.

"If people aren't ready for dōTERRA, it's OK. Just move on. They'll come when they're ready."



### Get uncomfortable.

"If you want to change you have to be willing to get uncomfortable. Put yourself out there. Converse with people. Be friends with everybody."

We just both have to come together and talk about them. A lot of times we're thinking the same thing, we just have to talk about it." They also have learned to build on each other's strengths. Shane has found that a lot of women prefer talking to other women about essential oils, while Jennifer has found that Shane is good at being the fire extinguisher when different personalities get fired up.

They've learned they have to invest themselves back in their team. Many times the return on investment for a trip out of state to support their team wouldn't add up on paper, but the Jacksons don't look at it that way. Shane says, "We're in this to help people, and we know in the long run it will come back to us." Jennifer adds, "We want to be the best support that we can for our group. We always ask for feedback on

what we can do better and constantly try to improve ourselves."

dōTERRA is the way the Jacksons support their family, but it has also become their passion. Jennifer says, "If I can help, serve, and love others—that's what drives me. I love seeing the amazing results it brings and the way it blesses people's lives. We need to get these oils out to the world."



**"Our success has come from being willing to serve and give of ourselves."**

*—Shane*



## Holan & Cassy Nakata

HONOLULU, HAWAII, USA

# A Successful Partnership

**“A lot of people mistakenly think that because a small percentage of people achieve financial success, the odds of success are low. The truth is if you are following the example of the top 3 percent of leaders, you should have more than a 90 percent chance of success. All you need to do is find out what successful people are doing.”**

—Holan

**H**olan Nakata's mother passed away from cancer when he was 14 years old. This compelled him to seek knowledge in health and wellness from an early age. When he began to build his dōTERRA business, he knew how to share the oils with others who were seeking relief from their struggles. He addressed their needs through education. He says, “Knowing your options can help you make a better decision in tackling your problems. Essential oils are a viable solution and a step in the right direction.”

“The oils give hope,” Holan says. “They have done amazing things in people's lives. It's a matter of getting to know each person and reaching out to all their needs—physical and emotional. That's why I enjoy sharing the oils.”

Before dōTERRA, Holan owned a phone store but knew it wasn't something he wanted to do for the rest of his life. His business soon peaked. This made him realize that he wanted more freedom with his time than the store could



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provide. It was then that he decided to devote more time to building a dōTERRA business. Since then, he has enjoyed being able to make a career out of something he is passionate about and that he can build together with his wife Cassy.

Holan says Cassy is able to add to the business by supporting him, teaching classes, and connecting with the women on his team in a way he cannot. Though she wasn't completely sold on the business at first, she soon became more involved after realizing that becoming a leader could help her serve others better. She says, "I knew I would have to be a better support for Holan. I loved working with him so much that I wanted to always be onboard." Recently, Cassy has embraced stepping into a leadership role along with Holan. He says, "We really have an equal partnership in terms of what we contribute to this business."

The Nakata's partnership with each other is reflected in the partnership they have with their team. Holan says, "The people on our team are not coworkers. They are not employees. They are business partners. To me they are like family. As a leader, I need to be the person people can see themselves becoming. I need to be on the front lines, showing them the way. I don't have to do everything for them, but when it counts most, I need to be there to guide them."

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**"If you want to give of your love, see others succeed, and be able to pave the way to a better future—this is the route for you."** –Cassy



## THE DIAMOND DECISION

"There is the DECISION to become Diamond, and the DECISION to do what it takes to become Diamond."

### THE DECISION TO BECOME DIAMOND IS TWO PARTS:

#### 1 Your financial and lifestyle goals.

For me, I wanted to be able to support my family but also have the freedom to spend time with them.

#### 2 The need to help your team.

When a Wellness Advocate signs up, has large goals, and wants to become Diamond, I now have the duty to partner with them and succeed.

### THE DECISION TO DO WHAT IT TAKES TO BECOME DIAMOND:

"None of us have prior experience of being Diamond, so we don't know what it takes. We fall into old habits or behaviors that are not conducive to helping others or achieving Diamond. What helped me break these habits was realizing that the failures of my team weren't entirely their fault. I had to take personal responsibility. I had to lead by example and follow those who have already succeeded."

#### 1 By following a system of success, I succeed.

#### 2 By following my leaders, my team follows me.



## Jae Hyeon Ju

DAEJEON, SOUTH KOREA

# Share for Success



Jae Hyeon Ju had been involved with two other network marketing companies before dōTERRA and always felt that it was a great opportunity for anyone, regardless of age, gender, or knowledge to be rewarded for their hard work. When he was introduced to dōTERRA products, he knew this was a business that he could successfully grow in Korea.

Jae knows he would never have been able to succeed without his upline leaders. He says, "They came all the way to Korea on a 12-hour flight from the United States in order to share and explain dōTERRA with us. They told me

I would succeed if I kept doing my work when times were hard. They treated me as a family member, not a distributor."

He knows the best way to share dōTERRA with others is by letting them experience it as he did. He helps people see that the quality of the products makes it easy to share and to build a business. He built his team by finding people who were confident in the products and helping them build their own team. Sharing the business opportunity is easy when people realize the quality of the products for themselves.

In order to strengthen his team, Jae knows that good communication is vital. He always starts out by telling his leaders what they are doing well, and then tries to help them with what they are struggling with. He says, "I believe there is nothing more important than communication. A leader should know that I am here to help them."

Jae decided to work toward Diamond because he wanted to show his team that success in dōTERRA is available to everyone. He says, "Anyone can succeed if they do their best and want to share dōTERRA with everyone." He knows that his success came from his mindset.

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“USE THE PRODUCTS FIRST, THEN SHARE HOW THEY MADE YOU FEEL. IT IS A NETWORK BUSINESS, BUT YOU SHOULDN'T ONLY FOCUS ON THE BUSINESS. FOCUS ON HOW YOU CAN BENEFIT OTHERS. THAT WILL HELP YOU SUCCEED.”

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He made himself available to help anyone start building their dōTERRA business, wherever they were at, whether they were in his direct downline or not.

His advice to others is to not let the opportunity to build a dōTERRA business slip away. He says, “Don't miss your chance. I truly believe that dōTERRA is building its own brand in network marketing and it is a real opportunity for everyone. If you share this opportunity with everyone, you will reach the level you are striving for.”

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“WHEN I SEE MY PARENTS PRAYING FOR ME EACH DAY AND NIGHT, I MAKE MYSELF A PROMISE TO SUCCEED.”



### Successful events:



Hold them  
as often as  
possible



Focus on  
products



Connect with  
each person in  
attendance



Share your  
passion and  
knowledge

**“My upline leaders are people that think of an organization's profits before their personal profits. I am trying to do the same for my organization.”**



## ■ Adam & Rigel Smith

FORT COLLINS, COLORADO, USA

*"We need to help people remember how to dream. Somewhere between childhood and adulthood, many people have forgotten how to do this. Realize that your dreams can become reality if you choose. dōTERRA is our vehicle to get there." –Rigel*

# RADIATE PASSION

As an occupational therapist, Rigel Smith was first interested in dōTERRA because of what it could do to help her patients. She says, "To be honest, I didn't have any desire to do the business, I just wanted to learn more about the oils and how to help people and it just spiraled."

She began introducing the oils to her patients and coworkers and found that many people quickly got excited about them. "They were working for people in a way that I'd never seen before. I started a dōTERRA business because people were knocking on my door and calling me asking how they could get the oils and learn more about them."

In less than a year, Rigel was able to quit her job and devote herself fulltime to dōTERRA. After reaching Diamond, however, she realized she missed occupational therapy and returned to her work there. She says, "It's such a cool feeling to go to a place where you love to work and you know that you're working because you choose to and not because you have to." She finds it easy to continue to fit dōTERRA into her life because it is such a part of who she is.

She shows her team by example that dōTERRA can fit naturally into a busy schedule if they're clear on their vision. "It's really important to identify what you want out of dōTERRA so it becomes a priority. I fit it into the natural nooks and crannies in



## THREE LEADERSHIP ESSENTIALS

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**Passion** It's more than just enthusiasm and excitement. It's something that radiates from your whole being. People can feel it when you walk into a room. Passion is a vision that is so powerful it pulls you toward your dreams. It is a magnet to help you create. I bring passion to my business and everything I do.

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**Clarity** You want to be so crystal clear on your vision that if you were a captain of a ship, people would be lined up to get on board because they know you are the best person to help them navigate toward their goals. When I help my team achieve their goals, I automatically achieve my goals, so it's important to choose teammates whose vision is aligned with yours.

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**Consistency** You have to be consistent with the actions that will grow your business. This means consistently doing these four simple steps: 1. Use the oils, 2. Share them, 3. Enroll new people, and 4. Repeat while teaching others to repeat those steps over and over. It really is that simple. The simpler I keep my business, the faster it grows.

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my life. I have an hour commute to work, so when I'm driving, I work on some type of personal development, setting up a mentor call with my teammates, or doing a follow-up call for the oils." Time that would normally be wasted becomes productive.

As a police detective, her husband Adam is a natural skeptic, but it didn't take him long to see the benefits the essential oils provided for his and Rigel's health and finances. He is able to use his expertise on working with people to support their team. Adam says, "Everybody's reference point is different, so I encourage our team to not project a canned pitch to people when they share the oils with them. Instead, they need to take a few moments to listen and to see the world through their lens. This will give them a huge margin of understanding about how the oils and the business can help others."

dōTERRA has become a passion for the Smiths that has changed their lives. "I've figured out how to make my passion my paycheck," Rigel says. "That's powerful. When you have passion and energy and enthusiasm for what you do, it radiates to all aspects of your life." She loves being able to share the dōTERRA glow with everyone she meets.





## David & Kate Wagner

WIESBADEN, GERMANY

# No Limits

**"If you have a class and no one shows up or if you hoped to find that builder this week and it doesn't happen, know that this business takes patience. It takes understanding both for yourself and for your team."**

Shortly after Kate Wagner and her family moved to Germany for her husband's job in the military, Kate was forced to fire her real estate partner in the United States, resulting in a significant loss of income to their family. While paying for both expenses abroad and a home in the US, their budget no longer allowed room for their regular dōTERRA order.

Kate had used high quality skin care and supplements for many years and had fallen in love with the dōTERRA products. She knew she couldn't go without them. Kate started looking more closely at the compensation plan to figure out how she could pay for her products, and aimed for a \$250 Power of 3 bonus. Three months later, Kate had not only reached her \$250 Power of 3 bonus, but her \$1,500 bonus as well. Kate said, "It was one of those things where I had to figure out how to make a little money with dōTERRA or I wasn't going to be able to order my products. My business just exploded from there."

As she built her business far away from any upline and from most of her growing team, Kate ended up making mistakes along the way. As a result, she made efforts to learn everything she could from the successful leaders with whom she came in contact. "I piece together things that resonate well with me and then share those resources with my team. They are then able to make the decision of what resonates best with them. I realize this is not a one-size-fits-all business. I recognize that people on my team may have a different way they want to do the



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**“Anybody who would stop building because of their location, their experience, or their upline is just using it as an excuse. I grew my business in a place where I knew not a soul and I didn’t speak the language. Nothing has to limit you.”**

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business—and I do my best to give them what they need to make an informed decision and choose their own path.”

Going from working as a successful realtor to holding a dōTERRA class where sometimes no one showed up was quite a transition for Kate. “Sometimes I would sit there and think, ‘What am I doing? I’m a professional. This is humiliating.’ I was looking at it from a perspective of what my past

experiences were in business. I had to change that. I realized that with this company, I am able to influence the lives and health of so many people, and I would honestly do that for free.”

Because she persevered through her challenges, Kate’s business has flourished. Although she has three children, she was never able to stay at home to raise them and her husband has never experienced the excitement

of a new baby. Because of the success of their dōTERRA business, they will be able to expand their family while allowing Kate to work from home and raise little ones again. Kate and Dave are grateful for the opportunity to participate in a business that enriches their family and others as well. “The miracles we see come to pass in people’s lives because of dōTERRA is one of the greatest things anyone could hope to experience.”

## GROWING A BUSINESS LONG-DISTANCE

**DON’T LET LOCATION LIMIT YOU.** “Many of us have situations that aren’t ideal. You just have to take what you’ve got and make the best out of whatever situation you’re in.”

**THE INTERNET IS YOUR FRIEND.** “Some ways in which I stay connected with my team are through social media and making Skype available for every class. We often have classes going on at the same time in three different cities.”

**LET YOUR LEADERS BE INDEPENDENT.** “If someone is afraid to teach a class, I’ll teach it through Skype while they pass around the oils in their respective locations. Before long, they aren’t listening to me anymore. They’re asking questions and having their own conversations. It’s at that point they realize they can do it on their own.”

**BE PATIENT.** “You need to trust that as you do everything you can, you will be exactly where you should be. Be consistent in the efforts you make every day and don’t ever let discouragement keep you from moving forward.”



# Leadership 2014 Retreat

**U**nder the desert sun of Phoenix, Arizona, 2,000 of the company's top leaders gathered from all over the world for the dōTERRA Leadership Retreat 2014. For three days, the dōTERRA Executive Team, motivational speakers, and top Wellness Advocate leaders taught and inspired each other on how to better share essential oils with the world.

Many exciting announcements were made including a new online enrollment process, the Shipping Rewards Program, the 2014 convention, and the 2015 incentive trip to Jamaica. Five new products were launched and made available for sale: the reformulated Zendocrine and Zendocrine® Complex, the new Zendocrine and Slim & Sassy® SoftGels, and the new TriEase™ Seasonal Blend SoftGels.

The retreat began with Diamond Day. Almost 300 Diamonds and above were motivated to continue their growth as leaders and set an example for their teams. Emily Wright spoke about their responsibility to be guardians of the dōTERRA culture. The next day, the rest of the 2,000 leaders arrived to learn more about how to make their dōTERRA businesses successful. David Stirling, President and CEO, spoke on how Wellness Advocates can better understand their stewardship and the mission of dōTERRA in order to share the healing power of essential oils, build and develop people into

something greater, free people financially, and make the world a better place. Corey Lindley, Chief Financial Officer, shared the incredible growth the company has undergone in the past six years and the growth that is still to take place. Dr. David Hill, Chief Medical Officer and Chairman of the Scientific Advisory Board, educated guests on updates to aromatic science. Many other speakers shared uplifting messages for everyone in attendance.

That night, the entire group had dinner at the Farm at South Mountain. Attendees enjoyed the warm Arizona weather along with local food flavored by dōTERRA essential oils. They wrapped up the event on Friday with encouragement from Rob Young to contribute to the cause of the Healing Hands Foundation and other inspirational messages from top dōTERRA Wellness Advocates. Everyone left excited to pass on the message to their teams about how they can better empower families everywhere for success. ●





## Rich & Heidi Weyland

HIGHLAND, UTAH, USA



# NURTURE the Seeds

**H**eidi Weyland is one of 10 siblings, and only one of them isn't enrolled in dōTERRA. This family business had its start when her brother, Seth Risenmay, introduced her to dōTERRA. She soon discovered the quality of the dōTERRA essential oils, and when Seth asked her to help him reach Diamond, she agreed. She says, "I knew that if I jumped on his train that we would both be successful. I had every confidence in his ability to lead and support me in this business." In the end, they both hit Diamond on the same day.

Heidi had helped her husband Rich in a previous network marketing

business and learned a lot from that experience. "I brought a lot of that with me into dōTERRA. I have realized that I went through that experience because it was great preparation." She discovered that network marketing is a personal development course with a compensation plan, where if you let yourself, you can become a leader of influence.

The difference she sees with dōTERRA is that it's something anyone can succeed at. Heidi says, "dōTERRA is not something that is hard to do, really. It's easy if you can get past your fear. That's the biggest block, but if you do those

small and simple things, over time you will get huge results." The Weylands love that dōTERRA can make a difference in all areas of people's lives. Rich says, "When you stand in front of someone it isn't, 'I have a product to sell,' it's, 'I have a way to make your life better.'"

Heidi says, "Network marketing has such a bad name because a lot of people have a hunter mentality rather than a farmer. They make the sale then they leave them in the dust. The true key to residual income is nurturing the seeds that you've planted by giving them consistent support so they become their own experts."

**"I AM GRATEFUL FOR THIS OPPORTUNITY. IT'S REALLY CHANGED AND BLESSED OUR WHOLE FAMILY. IT MADE THINGS POSSIBLE THAT I NEVER THOUGHT WERE POSSIBLE."** -HEIDI

"I was involved in another network marketing company and Heidi supported and helped me with whatever I needed. Because of her help, I had great success. When she said she wanted to start doing dōTERRA, I thought, 'This is my chance to help her.'" -Rich

## THE BELIEF PYRAMID

### **Belief in the product.**

"When I had a belief in the product, I could see the opportunity."

### **Belief in the opportunity.**

"As you learn more about dōTERRA as a company and the mission behind it, you build your belief in yourself and that you can do this."

### **Belief in yourself.**

"Then, you become a leader and you begin to transfer your belief to your leaders in helping them see their potential."

She has found that most people aren't interested in the business right away, but become interested if she helps them develop a belief in the product first. She says, "As you follow up and support them and they learn to use the oils, you create a relationship of trust. You show that you care about them because you're helping them be successful. It opens them up to sharing with other people once they have had success on their own." Eventually, the opportunity of the business will be apparent.

Through dōTERRA, the Weylands have not only built a successful business, but have found an avenue to serve and to share that same opportunity with others. Heidi says, "The thing I love about dōTERRA is that we really attract people that have good hearts and good intentions. It's not just about the money. It's about the mission and the cause."





## ■ Rob & Melissa Wilson

LINDON, UTAH, USA

# Balance and Harmony

**W**hen Rob Wilson was laid off at another multilevel marketing company, it was a big shock for the whole family. As he began to look around for a new position, over and over again he was pointed to dōTERRA. Two months later, he was hired on as a sales manager, but it wasn't long before he realized he was on the wrong side of the company.

Because of the quality of the product, the executives, and the leading consultants Rob came in contact with at dōTERRA, he handed in his resignation letter after only four months at his corporate

job. Right behind his resignation was a Wellness Advocate application. He says the dōTERRA executives responded positively to the switch. "Everyone was super supportive. I couldn't have asked for a better beginning."

As Rob and his wife, Melissa, transitioned from his corporate career to having him work from home, they found they had a lot to learn. Melissa says, "When people hear that Rob works from home they say, 'Oh, you're so lucky, that's so great,' and it is, but it's also a big adjustment. I had to understand that even though he's at home, he's still working."

Now that there was no office to clock in and out of, they had to define their own structure to balance his work and his home life. As they've grown their team, they've seen a lot of other families going through the same struggles that they have. Melissa says, "It was a good thing for us to go through, because now we can explain that you're not going to find harmony in your job until you find balance and harmony in your home." Rob says, "It's a constant work-in-progress. I don't know if anybody has ever perfected that balance. There's always something that we can be better at."



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**“FROM DAY ONE, EMILY WRIGHT HAS CALLED MY WIFE, MELISSA, ‘MY SECRET WEAPON.’ I HAVE TO AGREE. WE TEACH ABOUT PARTNERING UP WITH PEOPLE IN THIS BUSINESS, AND I THINK THE ULTIMATE PARTNER IS YOUR SPOUSE.”**

– Rob

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Rob also helps his team by teaching them to define their goals from the very beginning. He knows that it's easy to get ahead of yourself as you reach for the higher ranks. He says, “From the beginning, we help people set up realistic expectations. We lay out a map and define specific benchmarks and what it's going to take to hit those benchmarks and ultimately reach their goal. We break it down month by month, week by week, and day by day. That gives them a clear focus for their goal.”

Throughout all these adjustments, Rob is happy to have found a career he loves. He says, “I finally feel like I've found my calling in life. I'm excited for what the future holds. This will be our platform to do bigger and better things that we haven't been able to do because of limited funds and time. It's great to feel like I've found the answer to fulfilling our life goals.” Melissa says, “He's so happy doing what he does. You can see the passion in him. I love seeing him realize his potential.”

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**“He's more of a dreamer and I'm more of a realist, so when his ideas and my ideas meet, things are a lot more successful. We balance each other out as we set real goals and make them happen.”**

– Melissa



## BALANCE IN WORKING FROM HOME

**1**

### **Communicate your schedule with your family.**

“We had to learn to make sure that we were on the same page for all events. Both of us have to know exactly what is happening and when it is happening.”

**2**

### **Define specific work hours.**

“It's all about knowing when to give and take. His job is still a fulltime job, so if he works at night, he needs to take the morning off. When people do this business, they either give up work completely or they work all the time. You need to make sure you have a balanced eight-hour day.”

**3**

### **Set rules and guidelines.**

“Make rules like no cell phones at the dinner table. Set these as a family to make sure that things are working out in both your family life and your business life. It's hard to juggle them both.”



## James & Tanya Cotterell

BOZEMAN, MONTANA, USA

# MAKE THE DECISION

**"MY HUSBAND HAS BEEN VERY SUPPORTIVE SINCE THE BEGINNING. SINCE I REACHED DIAMOND HE HAS BECOME MORE INVOLVED. HE IS REALLY GREAT AT CONNECTING WITH PEOPLE AND TAKING CARE OF THE ACCOUNTING SIDE OF THINGS SO I CAN FOCUS ON MENTORING MY TEAM."**

When Tanya Cotterell first started purchasing dōTERRA products, she thought they would help her family and maybe contribute to the salon she owned. She knew she definitely wasn't sharing with her friends and family. She says, "My perception was that people who became involved in these companies would lose relationships because they became only interested in selling." Before long she saw so many benefits from the essential oils that it became natural to share them with everyone.

Today, Tanya is glad that she didn't hold back from sharing with those she is closest to. "I look back and several of my strongest builders were people that I really went back and forth on whether to invite. I didn't know if they would be able to afford it. I thought it would be awkward. Now, I shake my head thinking of how life-changing dōTERRA has been for those people that I almost didn't invite. I always encourage my team to erase all preconceptions—just invite."

It was at her first convention that Tanya really caught the vision of what dōTERRA could be in her life. "I realized I had a lot of reasons why I could justify not doing it. I had four little kids at home and another part-time business that I was operating. I was really busy, but at that moment I realized it's up to me. I have a choice here. I can either find a way to do it, or I can let this opportunity slip through my fingers. I knew no other opportunity like this would come by again, and I didn't want to lose it."



“The choice is yours. Once you decide that you’re going to do this, then it becomes necessary to identify excuses and push them out of the way. We all have a million reasons why we can’t do it, but it really comes down to deciding for yourself that you can. Only you can make that decision.”

## REGULAR HABITS



**2 NEW CONTACTS A DAY**



**2 FOLLOW-UPS A DAY**



**2 PRESENTATIONS A WEEK**

Tanya didn't want to lose time with her children during the day, so she decided to wake up at 5 a.m. every morning and work for two hours before they got up. "I only had to do that for a season, but it really gave me that extra push to get things done. That's why I tell my team that there's always a way. You just have to decide to do it. Get creative. Find out how you can fit this in and make it work."

She is grateful that she has made it work because of the difference dōTERRA has made in her life today. About a year ago, Tanya and her husband James decided to adopt and heard about three sisters in the Congo that needed a family. Before dōTERRA, they would have never been able to hope to have enough money to adopt three children at once, but now the growth they have seen in their business is making that possible.

"We are thrilled to have the opportunity to not only be able to fund the adoption of three children, but to know we're going to have the financial means to raise them along with our four biological children. dōTERRA has really changed the whole trajectory of our future for our family."





## David & Julianne Ellis

ROUND ROCK, TEXAS, USA

# DISCOVER YOUR POTENTIAL

*"dōTERRA is the perfect personal development program because it forces you to become the person you have the ability and the power to become."—David*

Julianne Ellis had been using essential oils for a few years, but noticed that they didn't always work the way they were supposed to. When she was introduced to dōTERRA, she realized the importance of quality in the effectiveness of essential oils. She also learned about the business opportunity and thought it might be a fun hobby to do on the side. It didn't take long for her business to grow quicker than she had ever expected.

One night, Julianne wasn't feeling well and her husband David offered to teach a class in her place. Two months later, he was able to restructure his real estate business so he could join Julianne fulltime. Another two months after that, they were Diamond. Julianne says, "He was a natural. He had already seen what I had done, and with both of us doing the business, we were able to accomplish twice as much." David adds, "Julianne built a very large organization before I came in fulltime. It was just a matter of structuring things. The business grew so quickly based on the foundation she had already built."

**"We do this to empower people. We want to give them back the control of the health of their families."** —David



**“dōTERRA pushes you out of your comfort zone. This helps you grow as a person to be able to handle more than you could before.” –Julianne**

In the beginning, it was a learning curve to figure out how to work the business together. Julianne had to learn to allow David to contribute his way of thinking into a business that she had once run alone. David says, “If you can learn to work together, your marriage improves. When you do dōTERRA as a couple, it forces you to communicate, which strengthens every other aspect of your marriage and your life.”

They have both enjoyed the personal development that comes with building a business. Julianne says, “dōTERRA not only helps you have a healthier lifestyle and financial freedom, but it will push you to your limits to be able to reach your fullest potential. It’s made me a better mom, a better wife, and a better person.”

The Ellises have seen that the key to sharing with others is just being open about it. David says, “Don’t be afraid of the power you have in your pocket. Essential oils have the ability to change people’s lives. When you understand that, you can’t help but share it with people.” Julianne adds, “For me it’s just being friends with people. Because you are using it, you’re able to show people how they can use it in their daily lives.”

The biggest change dōTERRA has brought to their lives is freedom. Julianne says, “Because of dōTERRA, we get to create whatever it is that we want out of our life. Whatever our passion and our dreams are in life, we will be able to do them. It’s freedom. It’s amazing.”

## HOW TO BUILD LEADERS:

“When you build leaders, there is no end to the influence that you can have for good.”



### Duplicate.

“You can work your fingers to the bone, but you will never grow until you help your leaders do the same thing.”



### Empower them.

“Teach them and help them be confident in their ability to solve their own problems.”



### Get out of the way.

“Allow them to fall sometimes. Those that pick themselves up and go out and work in spite of their struggles are the ones that are going to succeed.”



## ■ Andrew & Christy Fechser

SANTA CLARA, UT, USA

# Connecting THROUGH THE Web

When Christy Fechser was introduced to dōTERRA essential oils, she loved how effective they were for her family's health, so she enrolled. But, because she and her husband Andrew were already running their own web development company, she wasn't interested in the business.

Not knowing what they were getting into, the Fechsters agreed to help their upline with the web side of her business. Along the way, they decided that a webinar would be a good way to teach people about the oils, so they created one and posted it online. Thirteen people ended up enrolling off of that webinar

in two days. That got their attention. Christy attended convention that year, and by the end had decided that she would build her dōTERRA business as far as it could go. "At convention, I recognized what dōTERRA really was, saw the excitement people had, and gained knowledge about the company, the product, and the opportunity. At that point, it just seemed like it was the right time and it was my calling to take that and run with it—so we did."

Just from teaching webinars, the Fechsters grew from Elite to Diamond in a little over a year. Christy connected with advertisers that were likeminded stay-

at-home moms. "Mommy bloggers were our ticket in. They just announced our webinars on their Facebook pages and people attended from that and ended up enrolling without ever experiencing the oils—just from the information that we supplied them with." She has found that many mothers like being able to learn about the oils at their convenience, from the comfort of their own homes.

The Fechsters make sure that everyone who enrolls is placed on a team that will give them the support they need. They know it takes the combined efforts of the whole team to run the business the way they do. Christy says, "Our leaders



“ I can't say enough about the leaders on our team. They stepped up into these positions without knowing me at all. They trusted me and what I was telling them. They had a belief in me that somehow this was going to work. They are some of the most amazing people I have ever come across.” – Christy

are really giving of their time and of the things they've learned. They are willing to support anyone who is placed on their team. It's incredible to be able to have that kind of a community.” Almost all of their frontline leaders live all over the country and are people they never knew before dōTERRA. They have found that having a widespread team actually helps

eliminate competition and allows them to share and work together easily.

Today, the Fechsers can't think of a way that dōTERRA hasn't changed their lives. Andrew has been able to quit his job and stay at home to help homeschool their children together as a family and they have gone from owning a web

developing business to having a huge presence online for natural wellness. Christy says, “For us, this is about helping people find the solutions that they need. I struggled for years trying to find solutions for my family, and I wanted to be able to provide those solutions for other people. The online world is a viable way of doing that.”

## THE KEYS TO SUCCESS:

# 1

### BELIEVE.

“You need to believe that you can achieve whatever it is that you're setting out to do. If you don't have a belief in yourself or a belief in your leaders, your chances of success are very minimal.”

# 2

### THINK OUTSIDE THE BOX.

“Find what feels right and what works best for you. Do it in a way that's not you trying to be somebody else. It's important that you're true to yourself and attracting the people that you want on your team.”



## MAXIMIZING YOUR

## Back Office

If you are a dōTERRA leader, you are familiar with your back office. But are you taking full advantage of everything it has to offer? Maximizing the use of your back office will help maximize the strength and growth of your team and your business as well as your ability to share the dōTERRA products and opportunity as effectively as possible. Below are some tips for how you can make that happen:

### Recognize your team.

TOP VOLUME % GROWTH			TOP ENROLLERS THIS MONTH			NEW ADVANCEMENTS		
ID	Name	OV % Change	ID	Name	Enrolled	ID	Name	Highest Rank
01234	Jones, Marvin	1,500.00	01234	Jones, Marvin	7	01234	Jones, Marvin	Diamond
00112	Gray, Tracie	250.00	00112	Gray, Tracie	4	00112	Gray, Tracie	Gold
01238	Smith, William	190.50	01238	Smith, William	3	01238	Smith, William	Silver
034521	Brown, Jessica	340.95	034521	Brown, Jessica	2	034521	Brown, Jessica	Elite
091931	Dorey, Michelle	535.17	091931	Dorey, Michelle	1	091931	Dorey, Michelle	Director

Everyone appreciates acknowledgment and this feature of the back office gives you several important aspects of the business to focus that on. Once you pull the list, you can look at the two previous months as well.

Things to look for:

1. Top enrollers
2. Rank advancements
3. Top OV growth

2. Reach out to those who are brand new and make sure they know what resources are available to them. Welcome them to your team and invite them to follow-up classes.
3. Identify those who haven't ordered in at least three months and find out why. Encourage reactivation through additional education and incentives.

### Utilize the quick view to keep track of a few important facts for the month.

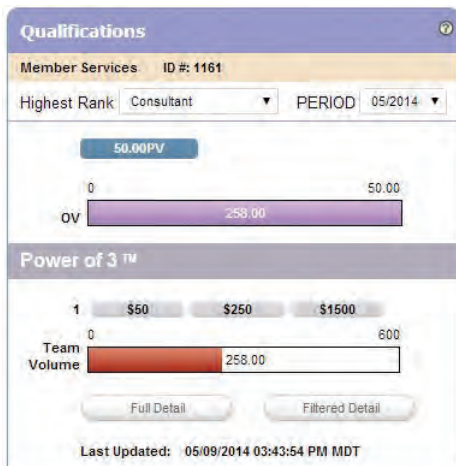
Name	PV	OV	OV Change	LRP	POM	Rank this Month	Days Enrolled	# of Enrollees
Jones, Marvin	50.00	50.00	-100.00	✗	✗	Consultant	2	0
Gray, Tracie	150.00	150.00	-100.00	✓	✓	Consultant	23	0
Smith, William	75.00	75.00	-100.00	⚠	⚠	Consultant	9	0
Brown, Jessica	15.00	15.00	-100.00	✗	✗	Consultant	10	0
Dorey, Michelle	35.00	35.00	-100.00	✗	✗	Consultant	9	0

### Find the members who need education on products and ordering.

QUICK REPORTS
Enrolled in last 3 months
100 PV LRP but no POM
Not on LRP
\$100 Order no LRP
No order in 3 months
Month Over Month OV Change

1. Help those placing 100 PV orders understand the value of LRP and product of the month club.
2. **New members on your team:** check out the new people who enrolled from a class you helped your leader teach last night.
3. **Customize the last tab to show Wellness Advocates you specifically like to watch:** for example, you can set this list to be all of your qualifying legs.

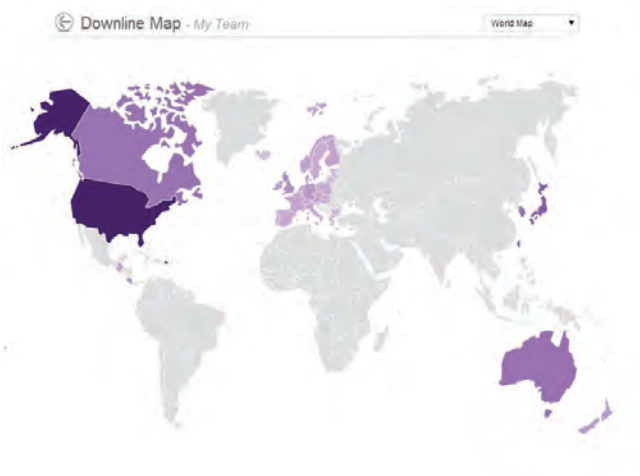
## Manage your rank.



Every month Wellness Advocates can earn a primary commission bonus. dōTERRA pays the primary bonus on the fifteenth of the month following when it's earned. Returns and placement moves can affect rank and Power of 3 until it's paid. To make sure you are qualifying at the end of the month and until commissions are finalized, you'll want to become familiar with this tool. This is a great tool for seeing exactly what bonuses you've earned.

By selecting a higher rank from the dropdown, you can see how close you are to rank advancing and earning an additional Power of 3.

**Look at how your team is spread out geographically.**



When viewing the team map, you can look at regions in your country or the whole world. You might have groups outside your home state you didn't even know about. Find the leaders in those areas and reach out to support them. If you choose to participate in Diamond Club, this is a great place to look for travel areas.

## Explore helpful links.

- 1. Account inquiry (AR)** can be found in the settings or under the earnings graphs.
- 2. Sponsor changes.** This shows you everyone who is currently eligible for a move (still within their first 14 days). Remember, any changes you make will affect all unpaid commissions.

## New Wellness Advocates Eligible for Sponsor Changes for Member Services

Please click **Finalize Placement** to place your IPCs

ID #	Name	PV	OV	Days Left to move	
01234	Jones, Marvin	50	50	5	<a href="#">Change Sponsor Placement</a>
00112	Gray, Tracie	150	150	6	<a href="#">Change Sponsor Placement</a>
01238	Smith, William	75	75	6	<a href="#">Change Sponsor Placement</a>
034521	Brown, Jessica	15	15	6	<a href="#">Change Sponsor Placement</a>
091831	Doxey, Michelle	35	35	6	<a href="#">Change Sponsor Placement</a>

- 3. Create a business group.** Business groups help you filter and sort your team members to find those with specific needs. You can simply monitor the individuals or send them a message.

Add Group

Group Name:

Group Type:
Consultant

Focus ID:
1161

Location Search:
City, State or Zip:
Search Radius:
Miles

Custom Advanced Filters

Filters Applied:
0

Members selected:
157

Choose a query to create a group:
Custom Advanced Filters

Advanced Filters

OR

Cancel

Add



## ■ Micah & Krista Grant

ARLINGTON, TEXAS, USA

*"Before I agreed to even teach my first class I sat down with my husband and said, 'Do I have your support in this?,' and he has been incredibly supportive the entire way. I don't think it would have worked if we had not had that conversation to begin with. Now, when it gets hard, he knows we made that decision together."*

# JUST DO

**M**icah and Krista Grant didn't know that their natural food co-op would lead to building a dōTERRA business. It started when one of their customers shared dōTERRA with Krista—and she didn't stop. Krista says, "She kept bugging me, dropping off samples, inviting me to events, and I just kept telling her no."

Without knowing it, this customer eventually gave Krista the oil she needed and Krista became receptive to going to a class. She bought a kit and hoped that now she would be left alone—but now her friend wanted her to hear about the business. Krista says, "She invited me to several coffee dates and I kept turning her down. When I finally agreed, she presented the business to me as an opportunity to share health and wellness with the people in our co-op. She tried to get me to see that we had a natural built-in market there. I just kept saying that I didn't have the time." Finally, Krista committed to hold just one class.

They ended up breaking the class into two when more people showed up than they had space for. They got about 20 enrollments that month, and it wasn't long before Krista realized it would be silly not to continue. Krista says that she is "a solid squiggle," so it isn't her personality to worry about the details, but to just jump in and do. For the first several months she





just did the business, without realizing what exactly she was doing. She learned as she went about rank, placement, and everything else. She says, "I really didn't spend much time learning the business before I got started. I just knew that I wanted to share the oils with everybody."

At first, Krista was reluctant to share the business opportunity, but now regrets that she felt that way. "I think I did a disservice to myself and to the people

I shared with in the beginning because I didn't let them know about the opportunity. I'm still careful with it because I know there are a lot of people who are like me, but I'm honest and open about the opportunities that it has provided for my family." She encourages her team to find out why dōTERRA works for their family and share that with others.

Krista knows she made a difference with her kids as a stay-at-home mom,

but now with dōTERRA, she receives daily affirmation that she is making a difference in the lives of so many people beyond her own family. "I'm letting my kids see the importance of serving other people. We've had nights where they're sad that mommy is leaving to teach a class, but we tell them that it's our responsibility to share the oils with others. It's had a positive effect on our whole family."

## ADVICE TO NEW BUILDERS

**L**EARN THE BUSINESS AS YOU GO. "Don't spend too much time in the beginning overwhelming yourself with the business side of things, especially if you don't know much about network marketing. It can be confusing. Start out using and sharing the product."

**G**ENEROUSLY SHARE THE PRODUCT. "Share the product so that you can get more testimonies. Be that person that hears about people's needs and offers to bring a sample over. Get the product in people's hands so they can experience them."

**M**AKE SURE YOUR SPOUSE IS ONBOARD. "I always encourage my builders to have their spouse's full support, or at least have them agreeing to see what happens, before they make any type of decision to become involved in the business."



## ■ Larry Spielberg & Aisha Harley

PORTLAND, OREGON, USA

# Consistency and Passion

**“My husband has been my biggest advocate and my biggest support. He fully believed in me even at times when I was incredibly doubtful. Whenever I felt discouraged, he would encourage me to be consistent.”**

Aisha Harley was introduced to essential oils at a yoga studio where she taught classes. The front desk receptionist, Arin Ingraham, who is now a Diamond, had them lined up on her desk. Aisha thought they were the most amazing things she had ever smelled. It wasn't until she went to convention that she realized essential oils did more than just smell good—in fact, they changed her life.

With a successful career as a photographer and yoga teacher, Aisha had no interest in network marketing before attending convention and completely falling in love with dōTERRA. She says, “I was blown away by what I learned.” It was there that she started to see the incredible benefits the products could bring to her health and the opportunity in the compensation plan.

After Aisha enrolled as a Wellness Advocate, her upline moved away and she was left on her own to figure out how to start her business. She held her first class and sold two bottles of oil. “I was like a bird kicked out of the nest, and I had to fly. I didn't know if I could make this happen. I had a lot of doubts and insecurities. I didn't have a full belief that I could be one of the successful ones.”





“Even with all of the mistakes I have made and even though I was self-taught, I still have been successful. I really believe this is a business that anyone can do.”

## • • • • • CONSISTENCY IS THE KEY • • • • •



### **DON'T GIVE UP.**

“I only sold two bottles of oil after my first class. I came home and said to my husband, ‘This is going to be slow.’ He believed in me and encouraged me to keep going.”



### **HOLD REGULAR EVENTS.**

“When I first started, I was doing probably two to four events a month. I just taught the same class. I didn’t stray from that model.”



### **LOOK FOR WAYS TO IMPROVE.**

“I always evaluate what didn’t work with an event and what I could do better. Then, I do it again and make those improvements.”



### **PUT IN THE EFFORT.**

“If anybody asked me to teach an event, I would show up, teach, and give it my all. I just kept doing that.”



### **BE PATIENT.**

“It was person by person, event by event that lead to people enrolling, builders emerging, and my team forming.”

What kept her going was how much she loved the products. “I am here because of the products. They changed my life so dramatically that even if I never made another dollar again from dōTERRA, I would never stop using my oils. I believe in them, and I believe everybody should have them. That’s what really drives my passion.” With the help of her husband’s encouragement, she has been able to find success.

Aisha said when she first set the goal to be Silver, it seemed like an impossible, far away dream. When she reached Silver and decided to go for Diamond, she still saw so many barriers. “I just kept holding on to that goal. I had so much doubt in the process, but I didn’t give up on my dream. I kept taking steps forward until it happened.”

Aisha is motivated by the effect dōTERRA can have on people’s quality of life. “By sharing the oils, I give people hope. I have watched people turn their lives around, both physically and financially. This is a beautiful thing to be a part of. I feel so blessed to be a part of this company.”



## ■ Robert & Toni Holland

YUMA, ARIZONA, USA

# REACH HIGHER

**R**obert and Toni Holland were running their health food and herb store as a second career when they were introduced to dōTERRA by Al Garcia. Toni had been involved in network marketing for 30 years. When she saw the dōTERRA compensation plan, she was sold. She says, "It was the best compensation plan I had ever seen. I still think it's amazing. I was all in immediately."

Running a dōTERRA business along with their store meant the Hollands were working more than ever. Toni says, "We seem to be working more the older we get, but it's OK because we enjoy it. I'm having a blast doing dōTERRA. Before I just complained about working, but now working is fun."

Toni says she has a goal-driven personality that led her to push for the higher ranks right away. She says, "It gives you something to wake up for and it keeps you busy. If I'm going to do something I make sure to do it to my maximum ability. I feel like I'm only halfway to where I want to be."

She feels a sense of urgency to get other people involved with the company and product she loves so much. She says, "I try not to project what my goals are onto somebody else, but at the same time, I'm so excited about this business that I just want to tell people, 'Hurry up



## TIPS FOR NEW PEOPLE

1

Reach up until you find someone to help you.

2

Have faith that you can do this.

3

Never give up; it's the only way you can fail.

4

Keep it simple and duplicable.



**"We do a lot of classes on how to use oils for animals. We personally use them with our horses. They love Balance. It helps them to mellow and focus on what the task is."**

and do this! It will get them healthier and financially free. They just don't know it yet." Toni makes sure to look for busy people to join her in the business because she feels they are the people who have the stamina to get the job done.

She knows she wouldn't have made it far without the help of Al Garcia. "There's no way I would even be halfway to where I am today if it hadn't been for Al. He has traveled for me, showed me how to do this, supported me

every step of the way, and continues to support me."

Toni has learned that the most important key for growing her business is making it duplicable. "I don't need to know everything to do this, but I do need to make it so that anyone, no matter their experience, could do the same thing I do. I need to give enough information in my classes, but not too much. I have to keep it simple."

Because the doTERRA products have helped her get healthier and have more energy, Toni is able to work at the speed that she does. Soon, she and Robert will be able to reach the financial stability they desire. Toni says, "I love the feeling of attaining goals and probably will always reach higher and help others do the same. Anyone can do this business, and everyone needs these products. It's as easy as sharing the oils with everyone."

**“WITHOUT ROBERT'S SUPPORT, I WOULD HAVE NEVER BEEN ABLE TO DO THIS. HE WORKS ALONGSIDE ME AND IS VERY PATIENT.”**



## ■ Scott & Robyn Mitchell

HONEYVILLE, UTAH, USA

# Start Now

**“dōTERRA has brought me so much growth and so many connections with other people. I love the company and what it represents. It’s part of who I am now. It’s our lifestyle.”**

A meeting with her Tupperware lady ended up changing Robyn Mitchell’s life. As Robyn told her future upline, Amber Kropf, about her daughter’s medical problem, Amber quietly asked her, “Have you ever heard of essential oils?” Robyn agreed to give them a try, but thought that she would never tell anyone she used something so weird.

Because Amber was brave enough to speak up, she is no longer selling

Tupperware, and Robyn is sharing essential oils with others. They were so effective on her daughter that she soon began to use them for everything. She attended convention that year on her own because Amber couldn’t afford the ticket. “She told me, ‘I can’t, I have to feed my kids,’” Robyn says, “I came back and told her, ‘I think this is the answer to feeding your kids.’” Convention lit a spark in her, and she knew she had a responsibility to share essential oils with the world.

In order to accomplish her goals, Robyn had to learn how to open her mouth and connect with other people. “I had to overcome my fears and always put the other person first. I don’t just go up to someone and start fire hosing

them with dōTERRA. I have to try and see what’s going on in their life and what their needs are. I have to step out of my box and do it. I’ve learned I can do a lot of things.”

She tells her team that there’s no better time to start than today. “I have people who tell me, ‘Next month after I get this done, I’m going to do it.’ You have to start living your life where you are now. If you start, you’re going to get there.”

As her business has grown, Robyn has discovered the importance of being productive and patient at the same time. “I had to realize that patience was not about waiting for my leaders to develop, it was the ability to keep a good attitude, work hard in what I believe in, and try





Three of the Mitchells' four daughters are business builders, and the fourth is a user. "We really wonder what we used to talk about before dōTERRA was around. It's been really great to have that connection and that goal to work together as a team."

to set a good example for my team." She sometimes felt frustrated, thinking that if everyone worked as much as she did, dōTERRA would already be around the world. "But, I have to respect where people are and what they want to do."

Robyn knows that every team is different and faces different challenges. She encourages her team by showing gratitude for what they are able to do despite their busy schedules. She knows that she can't motivate them, only inspire. "It's taken time for people to engage on my team, but it's worked out. I've learned you can't want something for someone more than they want it for themselves. You have to always be respectful."

## CONTINUING EDUCATION



**LOOK PAST THE PAPER SIGNING.** "Enrollment goes way past that. My mission is to never have anybody purchase oils and not know what to do with them."



**MAKE EDUCATION AVAILABLE.** "I have a website, I do webinars, I teach classes, and I make sure every person on my team knows I'm available to help them with education."



**TEACH MORE THAN AN INTRO CLASS.** "I always have a class on the same night of the month. We try to come up with different things that would interest people. If I always have the same topic, numbers are small."



**BE GENEROUS WITH MATERIALS.** "I have given a lot of *Modern Essentials* books away. I've pretty much trained my leaders that when you enroll people, they need a book."



**UTILIZE SOCIAL MEDIA.** "We created a Facebook team page. It's a safe place for them to bring their people for information."



## Vince & Teresa Garcia

SOUTH JORDAN, UTAH, USA

“Just go for it. Believe that you can do this. Reach for the sky. Dream big and you will get there.” —Vince



# Dream BIG

Vince and Teresa Garcia first came to Utah with the intention of gaining the training to open an herb store where they were from in New Mexico. They ended up staying in Utah and working at an herb store with Vince's brother, Al Garcia. When Al introduced them to dōTERRA essential oils, they decided to try them out and saw amazing results.

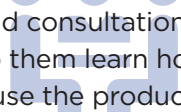
The Garcias began selling the limited supply of essential oils they had and saw there was a high demand. Teresa says, “People were coming in and asking for dōTERRA. We only had one little box, so I sold them right out of that.” They began attending classes to learn more, and eventually started teaching their own. They know they couldn't have achieved anything without all the support that they received. “Al has been our coach and mentor the entire way. Also, if it wasn't for the people that we mentored, none of this would have ever happened.”

As they began sharing, the Garcias soon had a large team in New Mexico and nearby El Paso, Texas. They are happy to be able to visit and support their teams on a regular basis. Teresa says, “We go over there, teach classes, and have a blast. They've become family to us. We don't just teach them, they teach and inspire us.”

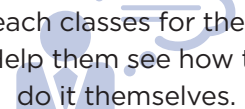
The Garcias have also seen a lot of success sharing with other store owners. Vince says, “We help wellness centers,

**“We had no idea we would go this far in dōTERRA.  
It’s been amazing.” —Teresa**

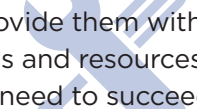
## HELPING SOMEONE GET STARTED



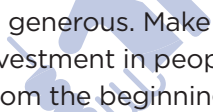
Hold consultations to help them learn how to use the product.



Teach classes for them. Help them see how to do it themselves.



Provide them with the tools and resources they need to succeed.



Be generous. Make an investment in people from the beginning.


retail stores, salons, day spas, etc. I teach them how to incorporate essential oils into their business, how to build a team, how to teach classes in their store, and even how to display the dōTERRA products.”

They’ve found that giving out at least three days’ worth of samples is the most

effective way to share. Teresa says, “It’s the magic number. In three days, I know they’re going to feel something.” No matter what, they make sure to share with and educate everyone that walks in the door.

Vince and Teresa are grateful to have a business that they can pass down to

their children, to have freedom in their health and their finances, and to have made so many friendships along the way. Vince says, “So many people are excited about residual income and the freedom that you get through network marketing. Retirement is now an option for store owners like us. We are now able to reach for our dreams.”



**“dōTERRA HAS BROUGHT A  
MIRACULOUS CHANGE TO  
MY LIFE.” —Vince**

# New and Improved *Shipping*

**d**ōTERRA is committed to investing in the future and removing any roadblocks to the success of the company and its Wellness Advocates. One of these potential roadblocks over the past few years has been the high rate of product shipping fees. Ten percent of the company's revenue is applied to freight and shipping fees, and only a portion of these costs were covered by old shipping charges. For that reason, renegotiation and changes in current processes were needed in order to remove the roadblock of costly shipping.

- 1 One of the ways dōTERRA has worked to remove this roadblock is by partnering with UPS. This has helped to simplify the shipping cost structure as shown below. Any order will be charged the same rate for shipping regardless of price.

## Old System

Order	Next day	Two day	Ground (2-5 days)	Priority (3-5 days)
\$0-99	24.99	11.99	9.99	8.99
\$100-249	27.99	12.99	10.99	9.99
\$250-499	28.99	14.99	11.99	10.99
\$500 & up	29.99	16.99	12.99	11.99

## With New UPS Partnership

Order	Next day	Two day	Priority (1-3 days)	Standard (2-4 days)
Any order	24.99	11.99	8.99	6.99

Other benefits of this partnership with UPS are:

- Free notification the day before delivery
- Free electronic authorization to leave packages
- The ability to reroute or reschedule deliveries before the first delivery attempt.

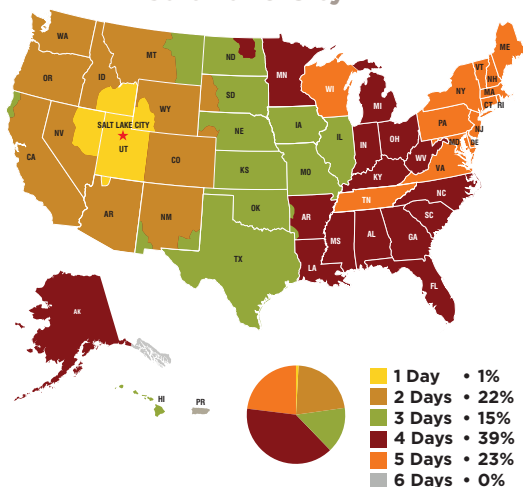
- 2 The second way dōTERRA is improving shipping is by opening a new distribution center in Atlanta, Georgia. Previously, product delivery in three days or less was available to only 38 percent of the United States. The new Atlanta facility will make at least three-day delivery possible for more than 99 percent of the country (see maps on opposite page).
- 3 Finally, the new Shipping Rewards Program will help consultants earn free product points that can be used toward purchasing orders. Any Preferred Member or Wellness Advocate can earn Shipping Rewards Program (SRP) points in three ways:

1. By placing any online order, a consultant will earn 50 percent of the shipping cost in SRP points.
2. By placing a Loyalty Rewards (LRP) or enrollment order through the member service line, a consultant will also earn 50 percent of the shipping cost in SRP points.
3. By placing an LRP or enrollment order online a consultant will earn 100 percent of the shipping cost in SRP point (i.e. free shipping!).

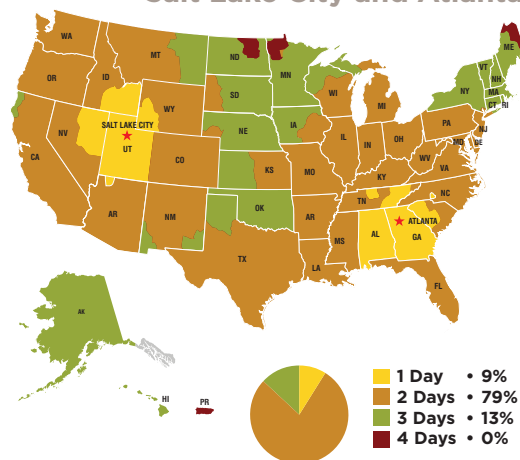
Order	Next day	Two day	Priority (1-3 days)	Standard (2-4 days)
LRP + Online	25 pts	12 pts	9 pts	7 pts



UPS Ground Time in Transit  
Salt Lake City



UPS Ground Time in Transit  
Salt Lake City and Atlanta



## Frequently Asked Questions about the Shipping Rewards Program:

### What does online or automated order mean?

This is an order placed by a Preferred Member or a Wellness Advocate through their back office that remains untouched by a customer service agent.

### When will points be added?

SRP points will be added to accounts during the commission run approximately 15 days after the end of each month.

### What orders qualify for SRP?

Standards orders as well as LRP orders can qualify for SRP points as long as they meet the program criteria.

### What if an order is returned?

If an order is returned, SRP points from the order will be canceled.

### Does the SRP only apply to standard shipping?

No, any shipping method will qualify for SRP points as long as the order meets the program criteria.

### Will SRP points expire?

SRP points expire based on the same expiration schedule as LRP points.

### What markets can participate?

United States and Canada



## ■ Mark & Lori Vaas

COLUMBUS, OHIO, USA



# A Culture of *Service*

**M**ark and Lori Vaas have roots in the sales industry that go back a long way. They met at their college summer job selling books door-to-door. Lori was the number one seller out of 7,200 people, and Mark was pretty high up himself. They both came back the next year, this time in charge of their own teams. Getting a group of college students to work 75 hours a week during the summer on straight commission was the hardest thing they had ever done. Mark says, "From that experience, we learned that the mind is an amazing thing. We learned to believe in the law of averages, in the goodness

of hard work, and that life can be tough, but good."

When they were introduced to dōTERRA through their daughter, Karina Sammons, Lori was excited about building a business. Despite her experience as a salesperson, she is reluctant to say she sells dōTERRA. Lori says, "I teach people how to use essential oils and get them for the same price I get them for. It's more about education than selling."

Lori was working as a music teacher fulltime when she began building her dōTERRA business. Mark says, "She

really only had six hours a week to put into dōTERRA, but she committed to personally enrolling three people every month. She did that consistently. She set an example. People saw her doing it, and it took away their excuses."

Mark and Lori also focus on building relationships with their team members to help them succeed. Lori says, "Good relationships are the foundation of a successful team. A culture of communication, trust, and caring is what's necessary to build those relationships. We have made so many wonderful friendships. We love our team."

**“OUR MISSION IS TO HELP AS MANY PEOPLE AS POSSIBLE DISCOVER  
GOD’S GIFT OF ESSENTIAL OILS.” –LORI**

Mark was supportive of the business from the beginning and has become more and more involved. Previously, he sold life insurance. His pay was based on commission, and he was constantly anxious about how his monthly sales would do. With the help of residual income, that anxiety is gone. He says, “Lori is the point of the spear in our business. She’s bringing me along for the ride. I just help however I can.”

They are both grateful for the dōTERRA culture of giving, sharing, and service. Lori says, “People read your heart more than they listen to your words. We want people not to see a dollar sign in our eyes, but the intention of our hearts to serve them.”

## Success Habits

- 1** Make at least one new contact every day.
- 2** Teach 2–4 classes a week.
- 3** Fill your mind with the powerful and the positive.
- 4** Focus on helping people reach their goals.
- 5** Use a pattern that is easily duplicable.
- 6** Think of it as a mission, not a business.

**“A good culture trumps  
tactics every single time.  
That’s why we build our  
business the way we do.”**

–Mark



## Dru & Gina Kiesel

CORPUS CHRISTI, TEXAS, USA

# A Fulfilling Journey

**B**uilding a dōTERRA business came naturally to Gina Kiesel. Once she experienced the oils, it wasn't long before she started sharing. She had been running her own photography business, staying up until 2 a.m. editing photos so their family could make ends meet. She realized dōTERRA could be the answer to their financial difficulties and started building with more intention.

Gina was lucky enough to have people on her frontline that were willing to work with her, and an upline that cared about her and her team. She progressed in

rank until one night she got a call from dōTERRA telling her she was close to hitting Diamond. She has found that she loves building so much she doesn't think she will be able to stop. She says, "I'm a little bit addicted. I love helping people. The number one most exciting thing about doing this is hearing from people about how the oils have changed their lives. It's fun, it's rewarding, and it's exciting to see other leaders hit rank."

When it comes to sharing the business opportunity with others, Gina prefers to avoid the word "business." She says, "What I like to tell people is if you want

to share this and you want to build a team of people that you can help with the oils, then there's an opportunity to do that. A lot of times they're turned off by the idea of a business, but not by the idea of sharing—they're already doing that anyway."

The biggest advice she would give to new builders is to quit complaining. "Stop finding and focusing on everything in your life that's keeping you from success. Once people get out of the negative mindset, they realize everyone has road blocks that get in the way, but they're not insurmountable. Don't tell



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**“If you want to end up in a certain place, then you have to figure out how to get there. You can’t just hope for the best and start running. Break it down into smaller goals that make you do something and at the end of the month you’ll look back and see progress.”**

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yourself daily that you can’t do this. That’s not helpful.”

Gina views leadership in the same way that she views motherhood. She feels the same pride when she sees them accomplish their goals. “It’s a difficult process, but it’s worth it to see all that work come to fruition. I love seeing people come down that path and end up where they wanted to go, and to know that I even had a small part of it.”

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**“There is absolutely no way I could’ve done this without Dru. It’s not easy to take care of three kids four nights a week while your wife is building a business. I think most husbands would complain, but he has never once complained to me. He saw it as an investment and that has paid off.”**



## HOW TO SHARE

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**Listen.** “I feel like if you listen to people, they tell you how to share with them. Everybody has issues. I’m always listening to hear what people are struggling with and what they might need.”

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**Sample.** “I take them a couple bottles and say, ‘I know this is weird, but this is something that has really blessed our family and I want you to try it.’”

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**Invite.** “When I drop off the samples, I tell them if they’re interested in learning more, I do weekly classes to teach about the oils.”

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**Don’t sell.** “I try not to make people feel like it’s a sale. That’s not what it is to me. If they just try it, they’ll have an experience, and they’ll want to know more.”

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## ■ Keith & Spring Esteppe

BIG STONE GAP, VIRGINIA, USA

# Build Trust

Spring Esteppe originally went into nursing so she could prove to her mom that modern medicine was good for you. She had been exposed to a lot of alternative healing growing up, so when she was offered dōTERRA essential oils to help her husband Keith, she was a little more than skeptical. She decided to try it anyway, and found them so effective she wanted more.

The Estepes were on such a tight budget that Spring needed to get her oils paid for or she wouldn't be able to order them. They were wary of getting involved with any network marketing company. They had been approached many times by many other companies, but had never been interested in their products. This time around, they decided it was best to get paid for the referrals they would be making anyway. Spring had her oils paid for within a month, and within six months was able to quit her job as a nurse. Soon, her husband will be able to quit his job as well.

Spring knows that the secret to their success is focusing on relationships rather than money. She says, "In the area we live in a lot of people get their health care for free, so we're up against a challenge to get people to



use the essential oils. We have to help them understand why it's important to take charge of their own health. We've realized that dōTERRA isn't about making a sale; it's about building relationships and trust with people. When you do that, everything else comes organically."

After all of their experience with network marketing companies telling them to drain their bank account and go big or go home to succeed, the Estepes knew dōTERRA was for them when they were told to stay within their budget and make sure they were always balanced in their home and finances. Spring says, "dōTERRA continues to impress us with that. They align with our belief system and how we operate. They tell us to maintain our integrity and to give back, and we really appreciate that."

The Estepes had such a limited budget when they first started building their business that they could only give away 10-drop samples, but Spring knew it was important to do that much. "I knew that if I gave oils to people they would like them and come back for more." As their business has grown, they have been able to be more and more generous. They have begun working with orphanages in Guatemala and paying for members of their team to go there and help. "We would never have been able to do any of it if it wasn't for dōTERRA. It's not only changing our family, it's changing the world."

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**"If you focus on hitting Diamond, then it becomes about rank. If you focus on building relationships with people and helping them walk through this journey, then the rank will come."**

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"I encourage everybody to not make excuses. If we sit around making excuses for why we're not getting things done, then we're not going to be successful."

## HOW DO YOU KNOW IF SOMEONE IS A LEADER?

### LEADERS...

- ✓ **COME TO CLASSES.** "I know someone is going somewhere right away when they come to classes and bring people with them."
- ✓ **USE THEIR OILS.** "If someone wants to be a builder and they're not using their product, it's going to be hard for them to grow a business."
- ✓ **SHARE THEIR OILS.** "We don't want people to be beating the pavement trying to find people. We want them to give away oils so people can have an experience with them."
- ✓ **HAVE A LOYALTY REWARDS ORDER.** "Having an LRP to replace what they're sharing, that you don't have to push them for, sets them up for leadership right away."





## ■ Jeremy & Annette Jukes

GREENWOOD, INDIANA, USA

# Put Your Heart into It

**"I think it's critical to look at the positive about people. Shine the bright light on what they're able to do. They do better when they know they're good at something. They have the confidence to keep going."**

Annette Jukes had worked as a CPA for many years, so it was a different experience for her when she was able to help her aunt by sharing dōTERRA essential oils. She was surprised when her aunt immediately wanted to buy a large kit. Annette remembers, "It was so easy and so enjoyable. I loved it. After that first enrollment, I quickly turned on to the idea of the business." She started sharing with all of her family and friends and bringing them to classes.

After a few months, Annette was able to have dinner with Peggy Smith. She asked Peggy how she could get to Silver. Annette already had a well-paying job and had only been hosting one class a month. Peggy told her she would have to start teaching two to three classes a week. Annette says, "I liked the idea of growing a business. I liked the challenge of the compensation plan. It was fun to me. But when Peggy told me that, I realized just how much I was going to have to increase my activity."

What really made the difference in her success was Diamond Club. With four little girls at home, she wasn't sure if she would be able to handle the sacrifice that it would take. Then she and her husband Jeremy went on the incentive

cruise and realized it was something they needed to do. "We thought that if we chose not to do Diamond Club, we were basically choosing not to succeed in dōTERRA. I knew I could do it if I put my heart into it—so we did." It boosted them from unstable Silvers to nearly Platinum, and six months later they were able to hit Diamond.

After months of questioning why Annette would give up a stable job for essential oils, it was Diamond Club that got Jeremy more involved in the business. In February of 2014, he was able to quit his job to join her fulltime in dōTERRA. Annette says, "I always felt like he would be good at this and it would be a waste not to have him be a part of our business. It would be completely





**“My whole family is closer because we’re not just family members, we’re business partners.”**

holding us back from our potential.” They’ve fallen easily into the roles where each of their strengths fit best, and Annette is grateful for what his talents have contributed.

After years of working at a job where she only stayed for the money, Annette is grateful to now work with a purpose. “Ninety percent of why I do this is because of what essential oils do for people. The compensation plan is just the icing on the cake.” Now, she will be able to help others achieve what she has.

## CLASS TIPS

- 1 KEEP IT TO 45 MINUTES.** “At that point, people are already starting to be ready to buy. If you go too long, you’re going to lose people.”
- 2 GET TO KNOW YOUR AUDIENCE.** “Try to find out what their needs are right away so that you can cater the class to their needs.”
- 3 KEEP STORIES BRIEF.** “Share testimonies that are short and to the point. Don’t tell two impactful stories on the same oil. One is usually enough.”
- 4 LEAVE 20-30 MINUTES FOR ENROLLMENTS.** “Don’t lose this critical one-on-one time. It’s so much harder and more time consuming to try to reconnect another time.”

**“It’s downright amazing to me what essential oils can do for people.”**



## ■ Jeff & Katie Glasgow

CORONA, CALIFORNIA, USA

# Match the Energy



**"A LOT OF WHAT I CONTRIBUTE TO MY SUCCESS IS THAT I MATCH PEOPLE'S ENERGY FOR WHERE THEY'RE AT. I LET THEM NATURALLY COME TO ME."**

It wasn't until over a year after enrolling with dōTERRA that Katie Glasgow went to her first class. After seeing the effectiveness of the essential oils with her family, it was through that education that she began to feel a desire to share dōTERRA with others. A few months later, she decided to attend a dōTERRA conference that took place near where she lived in southern California. It was that conference that changed everything. "I saw that the other people in the business were just like me. I realized I could do this as a business and I decided that I needed to."

A couple years earlier, Katie had quit working in order to take care of her children at home. It had been a hard adjustment for the family to do without the second income, while her husband Jeff had a job that had long hours and lots of traveling away from home. Jeff supported her building a business and bringing in residual income for the family. She says, "I didn't realize it until I had found dōTERRA, but I really missed being part of the business world. I truly found my passion when I discovered dōTERRA."

When Katie first began building the business, her goal was only to hit Silver. "I couldn't picture going beyond. It wasn't

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**“I tailor my style of management based on each person I work with, because everybody is going to flourish in a different manner.”**

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something I knew I could do. I needed to start smaller.” Once she reached Silver, she knew she could go to Gold, and it only continued from there. Because she knows big goals can put a lot of pressure on her team, she does the same for them. She focuses on getting people to Executive or Elite, knowing that anyone can duplicate from there. “Once they figure out how to get to that point, then they figure out how to help one person get to that point and we keep building on that base.”

Katie lets people come to her when they want to do the business. She makes sure everyone knows that the business opportunity is available, but doesn't force it on anyone. “If someone wants to join me in the business, I will hold their hand and help them every step of the way, but I will never ask them to do the business with me. They can come when they're ready. That way, I'm focusing my attention on people that are ready for me instead of trying to drag people along.”

Though it took her a long time to get started, Katie is grateful she decided to build her dōTERRA business. “It's been an amazing journey. I love everything about dōTERRA. I love helping people, the biggest rewards have come from just doing that.”

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**“Take this business at a pace you're comfortable with, but know it might snowball. Right now, my momentum is so fast, I can't control it!”**



### **BUSINESS TIPS:**

Keep it simple.

Use the tools that are out there.

Share your passion.

Do the basic steps every day.

Be willing to sacrifice.

GET INSPIRED

# CHANGE YOUR Life

By Roger Webb

**L**ess than a year ago, I sat with Diane and Jeff Shephard and told them, “Show me a product that truly changes my life, and I’ll do this.” I had been in several other multilevel marketing companies, and had decided years ago that I wouldn’t waste my time again. Diane had initially contacted me about a year previously, and I wasn’t at all interested in looking at another “opportunity.” When I saw her success, my interest was piqued and I wanted to know more. I recognized a great compensation plan as soon as I saw it, but I knew that without life-changing products, even the best programs wouldn’t work.



**“I don’t sell essential oils.  
I change lives.”**



She encouraged me to try the Lifelong Vitality products, not even knowing that I was dealing with health challenges so serious that I was considering checking myself into a mental hospital and giving up custody of my kids. I am a single father of five and was struggling to keep my life together. I had lost my business, was living on food stamps, and could barely get off the couch, let alone care for my family. After 10 days of using Lifelong Vitality, my overall health improved.

It didn’t take long to see that the financial benefits were just as life-changing as the products. I started building my business. I went slowly at first, but steadily. Then I went to convention and my world was rocked. I had about 30 people on my team and only one other builder. On the drive home from convention, we were studying the compensation plan and it was like the universe unfolded a plan right in front of me. I saw clearly that my potential success with dōTERRA was based on one thing—the rank of Elite. It is the keystone of our compensation plan. I knew from my previous experience that the key to success is duplication. I also know that people will do what they are taught. Simplicity and duplication, combined with our amazing products, created a system that has put me on the brink of Diamond in less than a year.

### **My action plan is simple:**

- 1.** Teach as many classes as you can fit in your schedule, starting with four classes in one week.
- 2.** Get to Elite within your first month.
- 3.** Find your three builders as soon as possible.
- 4.** Help them get to Elite in their first month.
- 5.** Teach your builders to do the same.

I don’t get into every detail of the compensation plan with my builders. I make it simple. If this action plan is all that my team knows, then that’s what they will do, and it’s what they will teach.

It’s rumored that I have never sold a Family Physician Kit. That’s not true. I have sold two. I’m often asked how I sell so many big kits. I gear my entire class around the Natural Solutions Kit, and I don’t believe \$550 is too much to pay to give someone their life and health back. I don’t even think about the price. When I am teaching, I only think about how much our products are going to change lives. Nothing makes me happier than to get daily messages from customers telling me of the miracles that have occurred in their lives because of our incredible products. I can’t put a price on someone else’s health. My job is to build enough value in our products that they become a priority. Even when I was living on food stamps, the Lifelong Vitality Pack became a necessity of life. It wasn’t optional. I don’t sell essential oils. I change lives. I really do believe that mindset is what has created my success.

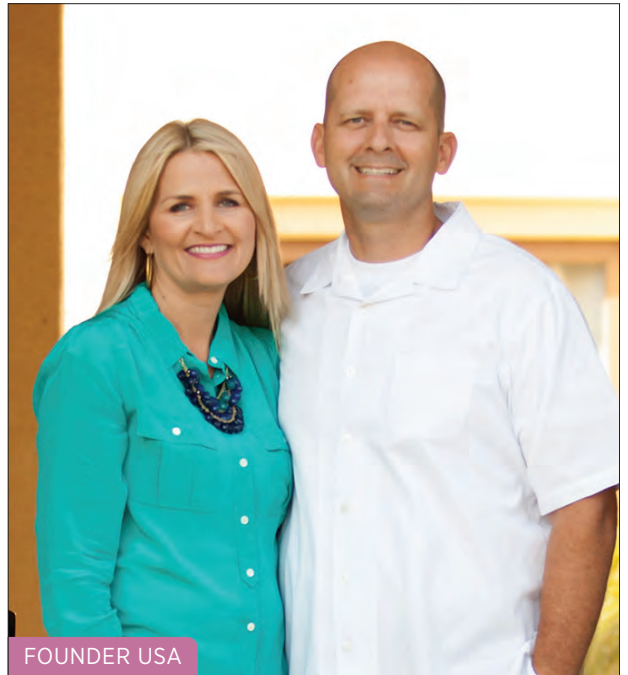
There isn’t a day that goes by that I don’t thank the universe for the change that has happened in my life. It hasn’t been an easy journey. Right now I’m off on another Diamond Club adventure while my kids are at home cheering me on. They are my rock. They are my why. I look back on the blur of this last year, amazed and grateful that I am healthy, and that I am blessed to be changing lives every day. I have a team of amazing business builders and devoted customers. I am supported by a loving partner. My dōTERRA “family” expands every day. I am truly amazed and blessed with an abundance of love, happiness, and prosperity. I have always been a big dreamer. I have always taught my kids to go for their dreams no matter what. Now, thanks to dōTERRA, I get to show them how it feels to not only turn our dreams into reality, but to truly make a difference in the world around us. I challenged Diane and Jeff to change my life. I had no idea the chain reaction that was set in place that day. I will forever be grateful that they didn’t give up on me. ●

# dōTERRA<sup>®</sup> CONSULTANT *Recognition*

## DOUBLE BLUE DIAMONDS



PATRICK & ALLYSE SEDIVY



BOYD & SANDY TRUMAN

## DOUBLE DIAMONDS



FOUNDER USA

JUSTIN & KERI HARRISON



ERIC & ANDREA LARSEN

## PRESIDENTIAL DIAMONDS



FOUNDER USA

JAMES & ROXANE BYBEE

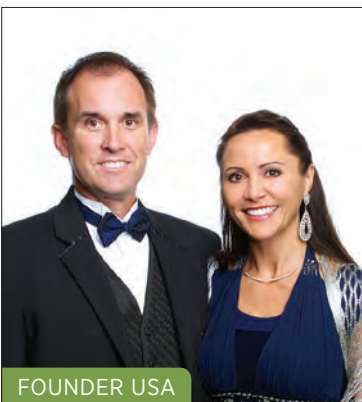


MARK EWEN &  
CHRISTIAN OVERTON



FOUNDER USA

ANDY & NATALIE GODDARD



FOUNDER USA

ROGER & TERESA HARDING



HAYLEY HOBSON



PAUL & BETSY HOLMES

## dōTERRA® CONSULTANT Recognition

### PRESIDENTIAL DIAMONDS



NATE & BRIANNE HOVEY



FOUNDER TWN

DAVID & TAWNYA HSIUNG



FOUNDER USA

JERRY & LAURA JACOBS



FOUNDER TWN

STEVEN & MONICA HSIUNG

### BLUE DIAMONDS



ROMAN & CORINNA BARRUS



JEREMY & MICKI BOBERG



FOUNDER USA

CHRIS & KAREENA BRACKEN



JEFF & CHERIE BURTON

## BLUE DIAMONDS



SPENCER & BRIANNA COLES



MAREE COTTAM



FRED & CARRIE DONEGAN



SCOTT & RHONDA FORD



AL & MAUREEN GARCIA



MARC & JENN GARRETT



STEVE & KRISTINE HALES



KIRK & JENNIFER HAMILTON



JOHN & MELYN HARRISON



SHANE & REBECCA HINTZE

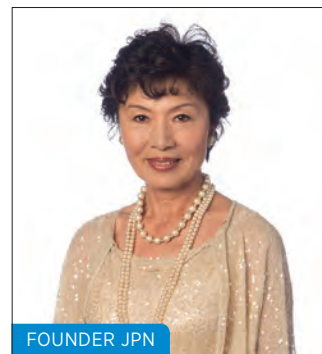
## BLUE DIAMONDS



BRYAN & ANDREA  
HUDDLESTON



KYLE & KIERSTON  
KIRSCHBAUM



FOUNDER JPN

ASAKO KOBAYASHI



JEFF FREY & JEN KRUBA



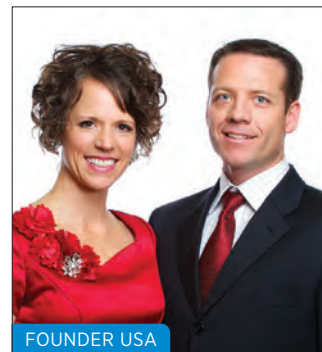
FOUNDER TWN

KAI-HSUN KUO & PEI-LING SU



FOUNDER USA

DANNY & NICOLE LARSON



FOUNDER USA

JUSTIN & TAHNA LEE



DAVID & HEATHER MADDER



JASON & SHARON  
MCDONALD



DAVID & TAMMY MILLER

## BLUE DIAMONDS



KC & JESSICA MOULTRIE



SUMIKO NOBORI



JEFF & CRYSTAL NYMAN



RICHARD & JENNIFER  
OLDHAM



ROBYN OPENSHAW



KATHY PACE



BURKE & NATALIE RIGBY



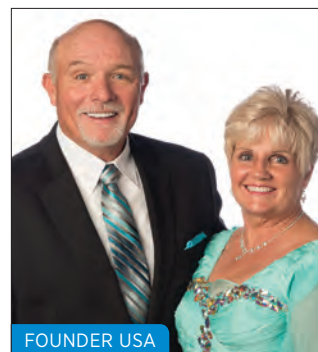
SETH & JENNY RISENMAY



GARY & KARINA SAMMONS



JEFF & DIANE SHEPHARD



TERRY & LIL SHEPHERD

## dōTERRA® CONSULTANT Recognition

### BLUE DIAMONDS



DAVE & PEGGY SMITH



RYAN & DANI SMITH



JIM & TAMMY STEPHENS



JAMES & CHELSEA STEVENS



KACIE VAUDREY



JOHN & KALLI WILSON



JARED & SHAREE WINGER



KEVIN & NATALIE WYSOCKI



PEI-CHI YI

## DIAMONDS



ATANASKA ADAMS



PAUL & DELMAR  
AHLSTROM



KENNY & REBECCA  
ANDERSON



MATT & KELLY  
ANDERSON



NEAL & ERIN  
ANDERSON



SPENCER & KARI  
ARNTSEN



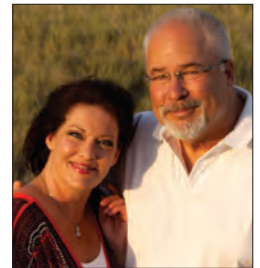
KAREN ATKINS



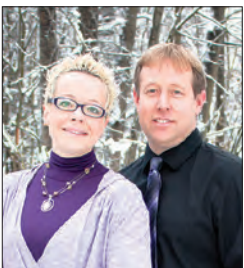
ASTI ATIKINSON



FOUNDER USA  
PETER & SUSIE  
BAGWELL



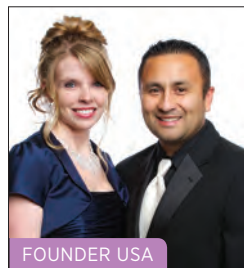
RICK & HAYLEY  
BAMMESBURGER



ERIC & BECKY BARNEY



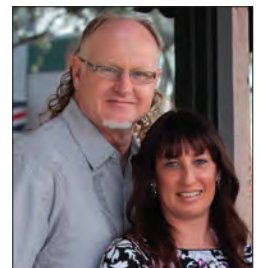
JERRY & AIMEE BECK



FOUNDER USA  
DANIEL & CRISTINA  
BENITEZ



JOY BERNSTEIN



KEN & WENDY BERRY



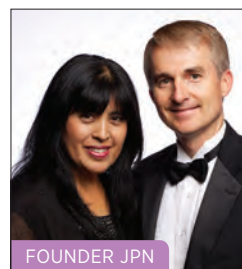
BRENDA BROWN



JERRY & BRANDI  
BURDINE



DOUG & RACHELLE  
CASTOR



FOUNDER JPN  
RICK & ETSUKO  
CHIDESTER



FOUNDER USA  
GREG & MARTI  
CHRISTENSEN



MARC & ROMI CLARK



FARRAH COLLVER



JOAN COON



RICHARD & ELIZABETH  
COPELAND

# dōTERRA® CONSULTANT Recognition

## DIAMONDS



TOM & ANITA COTTAM



JAMES & TANYA  
COTTERELL



MELODY COVINO



BECKY COX



MARY CRIMMINS



JEFF & JUDY CRUDEN



VICTOR & AMANDA  
DARQUEA



MIKE & LORI DAVIS



MOLLY DAYTON



FOUNDER AUS

PAULA ECKERT &  
JOHN OVERBEEK



BRAD & ROSALIE  
ELLIOT



DAVID & JULIANNE  
ELLIS



KEITH & SPRING  
ESTEPPE



DAMIAN & JENNA  
FANTE



FOUNDER AUS

LEONIE  
FEATHERSTONE



ANDREW & CHRISTY  
FECHSNER



MARK & TIFFANY  
FLAKE



NICK & JEANETTE  
FRANSEN



PAUL & STEPHANIE  
FRITZ



FOUNDER JPN

ASAKAWA KAZUYUKI  
& AKIYO FUTAKUCHI

## DIAMONDS



VINCE & TERESA  
GARCIA



FOUNDER AUS  
MAX & CHERIE  
GARRETT



KRISTANN GILLIES



BRIAN & BECKY  
GILLESPIE



CRAIG & LYNN GINES



FOUNDER USA  
VALERIEANN  
GIOVANNI



JEFF & KATIE  
GLASGOW



THOMAS & AMY  
GLENN



CRAIG & SHEILA  
GOODSELL



LOUIS FUSILIER &  
MONICA GOODSELL



JAY & DEBBIE  
GORDON



MICAH & KRISTA  
GRANT



CURT & CAROL GUEST



CLIFF & PJ HANKS



EMILY HANSON



JIM & MARTY HARGER



AISHA HARLEY



NATALIE HARRIS



RYAN & JENYCE  
HARRIS



MICHAEL & JENNIFER  
HEATH



WAYNE & JENNA  
HENRIE



FOUNDER USA  
GORDON & JULIE  
HERBERT



MELISSA HERMAN



BRYANT & BRIANNA  
HESS



FOUNDER USA  
TERRY & MARIA  
HEUSER-GASSAWAY

# dōTERRA® CONSULTANT Recognition

## DIAMONDS



JON & EVE HEWETT



JIM & LARA HICKS



JESSE & NATALIE HILL



LAURA HOLBROOK



ROBERT & TONI  
HOLLAND



BENJAMIN &  
STEPHANIE  
HOWELLS-SCOVILLE



JEFFERY & MIRANDA  
HU



CHRISTY HUGHES



NICK & JULIE HUNDLEY



RICK & KATHY  
HUNSAKER



CLAY & JESSICA  
IDDINGS



ARIN INGRAHAM



SHANE & JENNIFER  
JACKSON



ROB & WENDY JAMES



KILEY & NORA  
JOHNSON



LELAND & ROBIN  
JONES



BRIAN & RACHEL  
JONES



JAE HYEON JU

## DIAMONDS



JEREMY & ANNETTE  
JUKES



KALLI KENNEY



DRU & GINA KIESEL



SHAWN & LAURA KING



JOE & AMBER KROPF



JAUCHING LAI



LAURIE LANGFITT



FOUNDER USA

NOLAN & PAT LEAVITT



DIANE LEFRANDT &  
JESSICA SMUIN



KATIE LEVERENZ



FOUNDER TWN

CHIN-JEN LIU



TRACY LUCIA



BRETT & BROOKE  
MAGLEBY

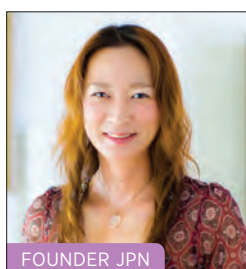


JAMES & CYNTHIA  
MAGUIRE



FOUNDER JPN

SHOKO MATSUYAMA



FOUNDER JPN

ARITA MAYUMI



AARON & TONYA  
MCBRIDE



DENA MCCAFFREE



TONY & AIMEE  
MCCLELLAN



ROGER & CAROL-ANN  
MENDOZA



JERRY & PRISCILLA  
MESSMER



JUSTIN & ASHLEE  
MILLER

# dōTERRA® CONSULTANT Recognition

## DIAMONDS



SCOTT & ROBYN  
MITCHELL



HOLAN & CASSY  
NAKATA

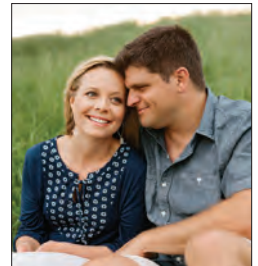


HOWARD NAKATA



FOUNDER JPN

YOSHIFUSA NISHIDA



ERIC & KRISSY  
NORDHOFF



TAMI NUHFER

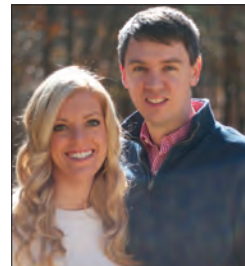


FOUNDER JPN

KEIJI & EMIKO  
OKUYAMA



AMANDA L. OLSEN



ERIC & KRISTEN  
PARDUE



ROBERT & JANELLE  
PARRINGTON



DICK RAY & STACY  
PAULSEN



SPENCER & LAURA  
PETTIT



FOUNDER AUS

ADEESH PIEL &  
SANTOSHI STONE



FRANI PISANO



PERLA RAY



ROD & JENNIFER  
RICHARDSON



CASEY & MELISSA  
ROBERTSON



JAMES & KELLY  
ROBISON



ERIC & GALE  
SANDGREN

## DIAMONDS



ADRIAN & ROXY SARAN



FOUNDER AUS

MARK SHEPPARD &  
RANI SO



ADAM & RIGEL SMITH



MARIZA SYNDER &  
ALEX DUNKS



SAMUEL & MELISSA  
TÆU



EVAN & ADRIENNE  
THOMAS



BILL & ERLEEN TILTON



ADAM & NIKKI  
TOPHAM



BETTY TORRES-  
FORBORD



FOUNDER USA

GINA TRUMAN



FOUNDER HK

STEPHEN & YVONNE  
TSAI



YUNG-PEI TSENG



MARK & LORI VAAS



KRISTIN VAN WEY



SARAH  
VANSTEENKISTE



ESTHER VERMILLION



SONDRA VERVA



DAVID & KATE  
WAGNER



SUSAN WALBY



FOUNDER TWN

WENDY WANG



MARK & TAMALU  
WATKINS



JOHN & SHAUNA  
WETENKAMP

## dōTERRA® CONSULTANT Recognition

### DIAMONDS



RICHARD & HEIDI  
WEYLAND



ROB & MELISSA  
WILSON



DANIEL & AMY WONG



JOEY & CACHAY  
WYSON



LINDA HONG HAN &  
SHENG HUA YE



ELENA YORDAN



FUMIKO YOSHIMOTO



MIHO YOSHIMURA



KENDRA YOUNG

#### DIAMONDS NOT PICTURED:

SHIN KUN CHEN  
WEI-FANG CHEN  
KAORI FUJIO  
LINDA HONG HAN

BOO KYUNG IM  
MI HYEON BACK & YOUNG LI KIM  
CHUL LEE  
JUNG HOON LEE  
SUN GYRONG LEE

JONATHAN & DEANNA NICHOLS  
YOUKO NISHIDA  
BRAD & DARCI RICHARDSON  
EKUSERAN YUGENGAISHA

## PLATINUMS



KATIE ADAMS



KELLY ALVIS



JANAE ARANCIBIA



AUTHENTIC HEALTH



DEBBIE BASTIAN



FOUNDER CAN

HARLAN & MARIE  
BERWALD



SHAWNA BIELMANN



JAMIE BOAGLIO



CONNIE BOUCHER



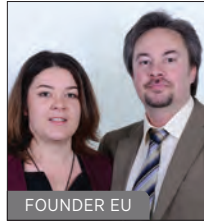
DR. JAMIE R. &  
CHRISTINA BOYER



ALISA & CHRIS  
BRIDGES



ADAM & CAREY  
BROWN



FOUNDER EU

MARIO JOLLY &  
SABINE BUCHNER



ERIKA BUTLER



ADABELLE CARSON



ELIZABETH  
CENICERROS



RICK & ALISSE COIL



ALICIA COTTAM



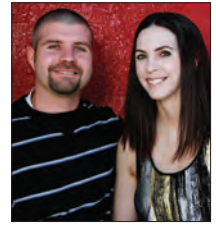
CURT & TONIA  
DOUSSETT



DANIEL & MICHELE  
FENDELL



AARON & WENDY  
FRAIZER



ANDY & MISSY  
GARCIA



LEON GREEN



MELISSA GUTHRIE



DR. MATT & ANNA  
HALES



MATTHEW &  
SEANTAY HALL



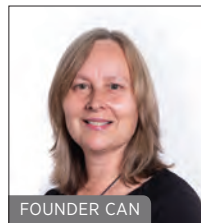
MICKEY HO



BRENT & ANNIE  
HONE



TANYA HOWELL



FOUNDER CAN

CYNTHIA INCZE



ROSE INGRAHAM



SANDY JENSEN



D'ARTIS & TIFFANI  
JONES



TRACI KENNEBECK

# dōTERRA® CONSULTANT Recognition

## PLATINUMS



DOMINIQUE KING



MELISSA KING



MIKE & MEGAN  
KNORPP



MIKI KOJIMA



SPENCER & RETA  
KUHN



DEBBIE KRAHN



MARY  
LAGASSE



CYNTHIA LANDES



LOIS LANE



PEGGY  
LANGENWALLER



ARLA LEINS



JODI LEWIS



HSIAO CHUN LIU



SHELLY LOYD



JULENE MARTINDALE



CRIS & PATTY  
MARTINEZ



KEIKO MARUTANI



JOHN & PATTI  
MASON



ANGELA MOFFITT



DREW & COURTNEY  
MOSES



AUSTIN & AMBER  
NORDSTROM



KERRY & DENISE  
NORRIS



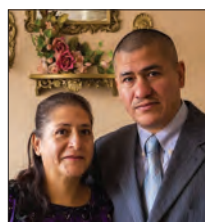
ROBERT & HOLLY  
OLMSTEAD



CYNTHIA PATIENCE



JAMES & CHRISTINE  
PAYNE



IGNACIO SANTOYO &  
SILVIA MARTINEZ



SUSAN SCHIERING



JULIE ANN SCOTT



JOAN SHODAI



KIRK & LANA SMITH

## PLATINUMS



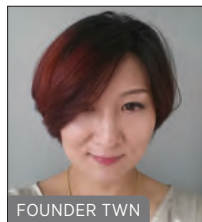
TAMMY STEUBER



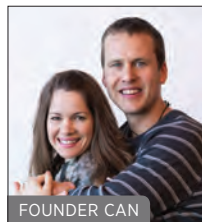
WADE & CHRISTINE  
STOLWORTHY



SHEILA  
SUMMERHAYS



CHANG CHAO T'ING



BRAD & DAWNA  
TOEWS



DUANE & CRYSTAL  
TUCKER



SANDRA WANG



PAUL & DENISE  
WEBSTER



EMILI WHITNEY



RON & LIZ WILDER



KRISTI ZASTROW

### PLATINUMS NOT PICTURED:

CHRISTINA GARDNER  
JESSICA GIROUX  
CHIH JUNG HUANG  
YEN CHIH HUANG

CHANGHO KIM  
TERUMI MATSUSHIMA  
HYE GI MIN  
BERNADETTE O'DONNELL

SHERRI PRICE  
WAYNE & HEATHER PULSIPHER  
AMY SELLERS  
WEN-CHANG SU  
MICHAEL & JENNIFER VASICH

CHING-CHUN WU  
JOHN WU  
HAO HENG TSAI  
CHUN-YI WANG

## GOLDS



JENNIFER  
ACCOMANDO



MARTY & KINDRA  
ADAIR



JODY AITON



LACEY  
ALBRECHTSEN



BRAD & KATHY  
ALLDREDGE



COLEMAN & HILARY  
ALLEN



TAMERA ANAYA



EVIE ANDERSON



GREG & CARMEN  
ANDERSON



MIKE & JESSICA  
ANDERSON



DEAN & KATHIE  
ANDRUS



BRENT & KRISTI  
AVERETT

# dōTERRA® CONSULTANT Recognition

## GOLDS



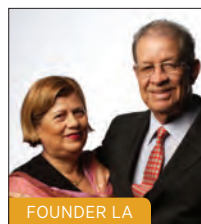
ROBYN AZIMA



LORI BACON



BENJAMIN & JADE  
BALDEN



FOUNDER LA  
ANA LEDA ARIAS  
BARRANTES & CARLOS  
GILBERT PANIGUA BLANCO



MICHAEL BASILICATO



MONIKA BATKOVA &  
MARTINA VALNICKOVA



ALLEN & AMY BAUER



ASHLEY BEANS



LISA BEARINGER



BRIAN & HEATHER  
BECKWITH



JENNIFER BEJCEK



JOE & ASHLEY BELL



VICTORIA BENTLEY



VERA BLOUIR



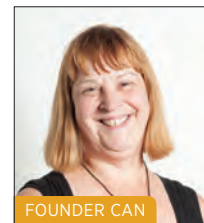
JANE BODILY



JASON BORUP



EMMANUELLE  
BOURBON



FOUNDER CAN  
JONI BRADLEY



JASON & KAMILLE  
BREUER



SCOTT & LEESA  
BRIDGES



RACHELL  
BRINKERHOFF



CHARLENE BROWN



KEVIN & LATARRAN  
BROWN



LISA BROWN



MAUREEN  
BRUNDAGE



TONI BUNTING



JARED & REBECCA  
BURT



MATT & DEANA  
BUSHMAN



CLAUDIA CALDERON

## GOLDS



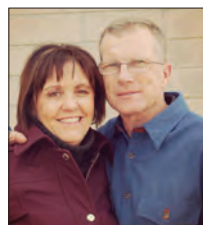
JON & AMY  
CALDWELL



ERICA CAMPANELLA



RYAN & JENN  
CAMPBELL



BILL & DONNA CARD



JOSHUA & MARY  
CARLISLE



JONATHAN & AMY  
CARVER



BUCKY & ANNA  
CASH



JON CHASE



DIANE TENNEY  
CHATTERTON



MEI-YING CHIEH



JACLYN CHILD



ANNIE CLARK



NICOLE CLOUD



BRIAN & MERIDETH  
COHRS



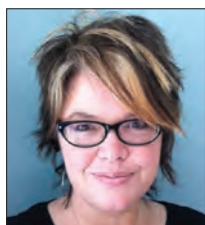
CAROL COLVIN



CRAIG & KRISTIN  
COTTLE



CRYSTY COVINO



STEPHANIE CRANE



BRANDI CROSBY



CYNTHIA CROSBY



KARLEL CROWLEY



QUINN & RANDY  
CURTIS



ERIC & TIFFANY  
DAHL



JAMIE DANFORTH



DURELL DARR



SHELLY DAUGHERTY



JARED & MINDY  
DEGRAFFENRIED



LOGAN & APRIL  
DENSLEY



MARLYN & ROGER  
DIDERICKSEN



JULIE DRIGGS



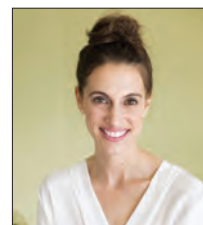
DANA DUPONT



JEFF & GINNY  
EISEMAN



SHANE ENGLAND



DR. MELISSA  
ESGUERRA

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## GOLDS



HALEY FACHNER



BETH & JUSTIN  
FALKE



SALLY FARB



SALLY FARNICK



JAKE & JOANN  
FOWLER



MEGAN FRASHESKI



MARCIA FRIACA



JENNIFER FRINK



NATHAN & KRISTEN  
FUCHS



KEMPTON & CYNDY  
FULLER



KAREN FUNKE



LISA ANNE GAFKJEN



VICKI GALLOWAY



JUDY GANN



GINO & AMANDA  
GARIBAY



JAKE & LINDSEY  
GARRISON



DAVID & CRYSTAL  
GARVIN



MICHELLE GETZ



WENDY GIANNUZZI



RACHELLE GIBSON



LINDSEY GIFFORD



KAREN GILROY



CHRIS & KRESTA  
GLASER



LUCY GONZALES-  
ROMERO



RACHEL GONZALES



DANA & SUMMER  
GOODAN



ROSIE GREANEY &  
ADAM COPP



KACEY GREEN



LEON & LYNDA  
GREEN

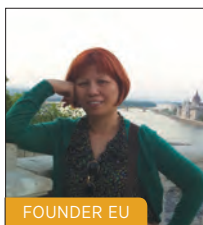


ROSIE GREMMERT

## GOLDS



CARY GRIFFIN



PINGHUA GU



RYAN & KENDRA  
HALES



TIM & AUDREY  
HAMILTON



ARIANA M HARLEY



DAVID HARRIS



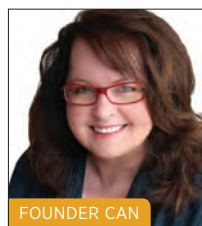
JEANNIE HARRISON



SCOTT & SHYANNE  
HATHAWAY



MARK & ALICIA  
HAUGSTAD



ALLISON HAYS



MARISSA HEISEL



TERI HELMS



EUGENE & DIANA  
HENKEL



JASON & STEPHANIE  
HILL



MAGGIE HILL



HOLLY HIRT



DENA HOLMES



WYNN & BETTE  
HUBRICH



CORY HUGHES



YU HING HUI



ALLISON HUISH



BRIAN & ALLISON  
HUNT



DR. ZIA INMAN



NANCY ILLMAN



YUUKO ISHIBASHI



SCOTT & TONI  
JAEKEL



DR. BARBARA  
JENNINGS



JIM & BECKY JENSEN



LINDSAY JENSEN



AARRON & HEIDI  
JOHANSEN



BILL & KELLI JONES



LAYNE & SHARON  
JONES



GORDON LAWSON &  
RENEE JONES-LAWSON



RICHARD & LISA  
JONES

# dōTERRA® CONSULTANT Recognition

## GOLDS



STACY JONES



NOELLE JOYE



SPENCER & CYNDE  
KAMAUOHA



REBECCA KASELOW



FOUNDER EU

BRIAN KIEL



CAROL KING



TARA KINSER



MIE KIRA



ROMMY KIRBY



JOSH & CARRIE KIRK



CHRIS KIRSCHBAUM



PAUL & NANCY  
KNOPP



DEAN & TERESA  
KOERNER



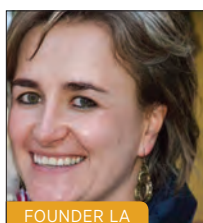
BONNIE KOTTRABA



JENNA KRAHN



JAMES & KRISTEN  
KROPF



FOUNDER LA

SOFIA LOPEZ DE  
LARA



MARGIE LASH



JEFF & KATE LASSON



JAMES & MICHIE  
LAYTON



DAVID & SARIAH  
LEALE



MICHELLE LEBARON



JOHN & CAROLINE  
LEE



MARLIES LEE



FOUNDER CAN

SUZIE LEROUX



DAVID & EMILY  
LESHNER



HSU LI-HUA

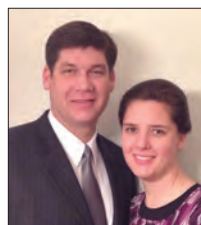
## GOLDS



ME HEE LIM



WEI-TING LIN



JOHNATHAN &  
RACHEL LINCH



NANCY LINDER



JESSICA LITSTER



RACHEL LOTH



ANALEAH LOVERE



CHARLENE LU



BEN & MARIA  
LUEBKE



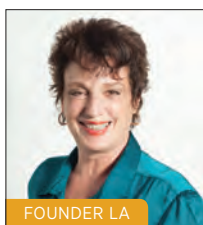
HEIDI LUEKENGA



LISA LUKE



KYLENE LUND



FOUNDER LA  
ADELE LURIE



FOUNDER AUS  
TANYA MAIDMENT



JULIE MARGO



ANITA MARRIOTT



EMILY MARTIN



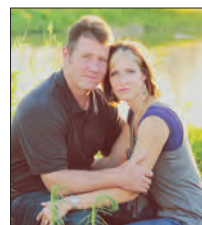
NAOMI MATSUDA



MIKI MATSUMOTO



DAVID & HOLLY MAYS



SEAN & ALICIA  
MCBRIDE



KELLY MCBRIDE



JENNIFER MCCLURE



KEITH & KERI MCCOY



JEANNE MCMURRY



WAYNE & KAREN  
MERRITT



MONA MERZ



BECKY METHENY



DEIDRA MEYER-  
HAGER



MELISSA MILLER



TERESA MILLER



BETTINA MOENCH



MELISSA MORGNER

# dōTERRA® CONSULTANT Recognition

## GOLDS



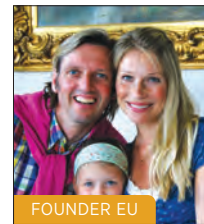
EMILY NAVAS



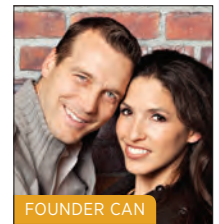
LISA NEEDHAM



DR. MARTHA  
NESSLER



CHRISTIAN & MARJA  
NEUDEL



JOSH & SHANNAN  
NIELSON



RYAN & JAIME  
NORRIS



ANNA OFFMAN



DAWN OLSEN



TAMMY OLSEN



KRISTIE OLSEN



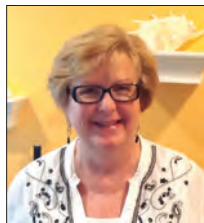
AMANDA OLSON



KIM OVERPECK



RONNIE & BONNIE  
OWENS



DINA PACE



TRAVIS & SARA  
PALMER



ERIC & KRISTEN  
PARDUE



BRADY & HILLARY  
PARKIN



KATEE PAYNE



SHEEN PERKINS



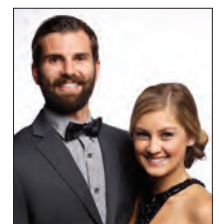
MIKE PETERS



ANGELA  
PIJANOWSKI



JESSIE PINKERTON



KYLE HESS &  
BRITTANY PIRTLE



JESSICA PRESTON



RUTH PRINCE



TRACY PRINCE



SHANE & BROOKE  
PUGH



WILLIAM & ALICE  
RAHN

## GOLDS



JANET RAMER



GOSHI GAISHA  
RARIKKUSU



LESLIE READER



SUSAN REIS



FOUNDER CAN

DAL & BARBARA  
REMPEL



RUTH REYES



KRISTEN REYNOLDS



JILL RIGBY



NISHA RIGGS



ELAINE RISER



FOUNDER AUS

ROSS ROGERS



PHIL & WHITNIE  
ROGERS



DANIELA ROMAY



FOUNDER AUS

MICHAEL  
ROTHSCHILD



JANESSA SALSBERY



DEVOLA  
SAMUELSON



STACEY SARROS



STEPHANIE C.  
SAXTON



JOSIE SCHMIDT



ROBERT SCOTT &  
MARLYSE OKANO



NANCY SERBA



FOUNDER AUS

MARK & HELEN  
SHAW



CHRISTOPHER &  
EMILY SHAWCROFT



LARRY & NIKKI  
SHORTS



KYMBERLEE  
SIMANTEL

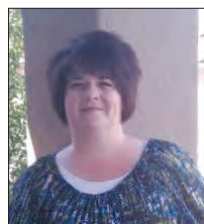


ELENA SIMMONS



FOUNDER AUS

ROBYN SIMON



NATALIE SIMONS



TOM & ERIN SMEIGH



PAMELA SMITH



MATT & MELISSA  
SMITH



MARCY SNODGRASS



SHARLA SNOW



JOHN & JENNIFER  
SORENSEN

# dōTERRA® CONSULTANT Recognition

## GOLDS



THERESA SOUCY



DAVID STEPHENS



DAVE & CALLIER  
STEUER



DENNIS & JANETTE  
STEVENS



PHIL & LEEANN  
STORK



JIM & TOBY  
SWANGER



WILLIE & AMY TAULA



GERARD & KEHUALANI  
TARITA TEHOTU



MARTINA  
THIAGESAN



KERI THOMPSON



LYNN THOMPSON



ELIZABETH  
THOMPSON



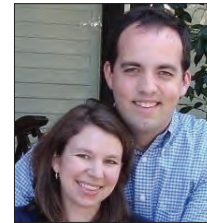
PATTI TINHOLT



CHAD & SARAH  
TOWE



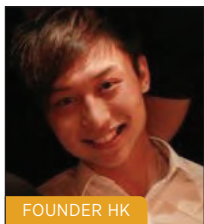
MATT & ALICIA  
TRIPPLETT



JASON & ALLISON  
TRIPP



LINDA TSAI



VICTOR TSAI



BILL & MARILYN  
VANDONSEL



WAYNETTE  
VANFLEET



CYNTHIA VELEZ



LISA VERNER



EDDIE & ANGELA  
VILLA



AISAKE & MELINDA  
VUIKADAVU



BOB & CATHI  
WAALKES



JED & PAM  
WALDRON



MICHELLE WALLACE



BRENT & JENNY  
WALSH

## GOLDS



JAIME WALSH



ROGER WEBB



BRETT & DEBORAH  
WHITE



NICOLE WHITE



CHARLES & AMY  
WIDMER



DEREK & SUZANNE  
WILLIAMS



LORI WILLIAMS



JENNI WILSON



VICKI L. WILSON



WAYNE & TONYA  
WILSON



TRAVIS & STEPHANIE  
WINGER



DALE & LILLIAN  
WINKLER



SCOTT & SUSAN  
WOOLEY



LANCE & CHRISTINE  
WRIGHT



MARLENE WRIGHT



HIROKO YAMAZAKI



HAN YANG



KEIKO YOSHIDA



YASUNORI  
YOSHIMURA



ATSUKO YOSHITOMI



TOMOKO YUTAKA

### GOLDS NOT PICTURED:

DON & LYNDA ASHCRAFT  
DEAN & CONNIE BARGEN  
CARLY BAUTISTA  
JANICE BITTNER  
MARK & MALINDA BRAMWELL  
JARED BRANDT  
ROGER & LORI CALL  
WAYNE & MARIDEE CASH  
THAD & KATHY CHANDLER  
CHIU-HSIANG CHEN  
JOSEPH & MELISSA COOK  
SPENCER & JAN CROSLAND  
DANIELLE DANIEL  
MAO DU  
SALLY FARNICK  
CHI YUEN FONG

HONG GAO  
DREW & LACEY GRIM  
SUSAN GROBMYER  
LORI HAUKAAS (FOUNDER CAN)  
LORI HAYES  
JESSICA HERZBERG  
HEIDI HIGGINS  
GAYLE HODGES  
ZANN HORLACHER  
CHAE MYUNG IM  
REHANA ISMAIL  
JARED JARVIS  
SARAH JENSEN  
EUNHEE JUNG & HAE GEUN LEE  
YOKO KAMIYA  
MENGWEI KUO  
NAO KURIKI

JANYCE LEBARON  
YUEN MING LEUNG  
CHIA LING LI  
KUO P'U LI  
HEATHER LINDHOLM (FOUNDER CAN)  
WAN CHING LU  
TRACY LYMAN  
JANET & BERNY MARQUEZ  
RUMI MATSUBARA  
MITSUYO MATSUMOTO  
LISA MECKLE  
KWON NOH  
SHERI NORTON  
KERRY O'NEILL (FOUNDER AUS)  
TYALEE PENDLETON  
DAVID & ALLYSON PHILLIPS  
JANKA PORUBANOVA

KELLEN & KRISTIN PURLES  
DEBORAH ROSE  
MIKE & JOLYNN ROTHES  
MINDY ROWSER  
CHIAO EN RUAN  
JASON & LESLIE SCHMIDT  
NICOLE SLONAKER  
MINDY SPRADLIN  
DAMON & PRISCILLA STEWART  
STEVEN & CAROLANN STREAM  
CAROL SUNG  
GERRIE TAYLOR  
JASON & MICHELLE TOLBERT  
DEBRA TUTTLE  
HAIYAN WANG  
JILL WINGER

Recognition is based on the highest rank reached two times in the previous six months. Recognition is current as of March 2014.

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