

dōTERRA®

Lead

to Gold



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Expand Your Team

Congratulations on reaching Silver! Are you ready to take your life and business to the next level? Reaching Gold is about building belief in your builders and nurturing a culture of duplication. In this guide, you will learn how to lead by extending love and support through mentoring and training.



+ Action

HOW TO ACHIEVE GOLD:

- Keep Sharing and Enrolling
- Present the Opportunity
- Launch Builders and Educate Customers
- Train and Mentor Trainers

= Results

- Change Lives
- Grow Personally
- Create Supplemental Income*

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PREPARE

- Fuel Your Success (pg. 4)
- Become a Leader (pg. 5)
- Rank Planner (pg. 6)
- Establish Leader Habits (pg. 7)

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INVITE

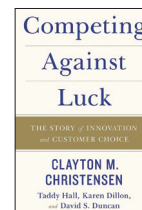
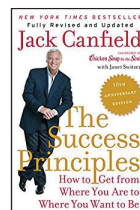
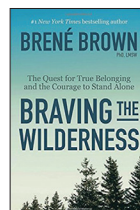
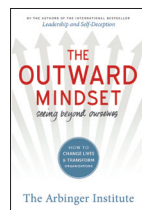
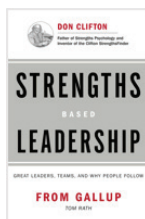
- Expand Your Network (pg. 8–9)

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PRESENT

- Master the Business Presentation (pg. 10–11)

PERSONAL DEVELOPMENT RECOMMENDATIONS



Average Gold income: \$4,700/month*

Average Platinum income: \$9,300/month*



ENROLL

- Cultivate Duplication (pg. 12)
- Committed and Capable Builders (pg. 13)

SUPPORT

- Train Trainers (pg. 14-15)
- Elevate Your Leadership (pg. 16)
- Maximize Your Mentoring (pg. 17)
- Develop Loyal Customers (pg. 18)
- Create Momentum with Events (pg. 19)

Vital Action Steps

- | | |
|-------------------------|------------------------|
| 1. Personal Development | 5. Lifestyle Overviews |
| 2. Share/Invite | 6. Business Overviews |
| 3. Classes/One-on-Ones | 7. Launch New Builders |
| 4. Enroll | |

See *Launch* guide for more details

Massive success in network marketing is the result of inspiring people to do key things repeatedly.

📄 All items with this download icon listed throughout this guide are located in the Empowered Success Tools Library on doterra.com.

* Numbers displayed are 2016 annual averages. Results vary. First time earnings are typically much less. See Opportunity and Earnings Disclosure at doterra.com > Our Advocates > Flyers.

Fuel Your Success

BE THE CEO OF YOUR BUSINESS

Congratulations! As a Silver you have entered the ranks of dōTERRA® Leadership. Being your own CEO is thrilling *and* intimidating! Know this: you are in charge, but not alone. Although your enroller, upline, and others are generally removed from your day-to-day activities, their experience can serve as considerable on-going resources that you can learn from.

📌 Refer to *Leverage Upline And Corporate Support*.



Your qualifying builders need to be trusted and respected to manage their teams within your organization and grow with rank-appropriate activities. Help them prepare to become the CEO of their business! It's okay if you have yet to truly "find" those leaders. Stay the course of right actions and they will develop.

Successful leaders ensure top "managers" receive regular mentoring, not as a boss, but rather as a strategic accountability partner. You are an integral part of your team's capacity to dream bigger and perform better.

You can do anything, but you can't do everything. Focus your efforts:

- 1. Set and Guide Team Vision and Strategy.** Dream about and define future outcomes. Make a plan and then communicate where you're headed and how you intend to get there. Help your builders do the same.
- 2. Create a Culture of Duplication.** Culture starts with you. Lead by example and model what you want to see duplicated. Inspire rather than require. Despite rank, never fall out of the habit of enrolling.
- 3. Allocate Resources.** Time, energy, and money are key resources to operating your business. Responsibly track, measure, and invest in the activities that produce results. Seek ongoing mentoring.

"Leaders provide a mental picture of a preferred future and then ask people to follow them there."

— Andy Stanley

FIRE LIMITING EXPECTATIONS

It can be easy to misperceive the source of success. Although it may be tempting to look to your upline or dōTERRA corporate, thinking, "If only they would . . . then I would . . .", prosperity is yours to create! Make the decision now to let go of believing anyone else holds the keys to your success.

Fire those expectations. Consider sending a note to your enroller thanking them for introducing you to dōTERRA and for their belief in the product, opportunity, and you! Tell them their belief has successfully transferred to you and from now on, as a dōTERRA leader, you commit to utilizing them and their experience and expertise as valuable resources, but never as an excuse. Express gratitude for everything they have done to help you get where you are today.

Everything is better when you embrace full responsibility for your dōTERRA progression.

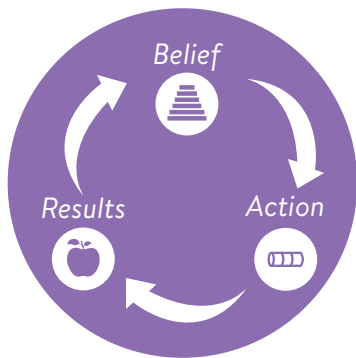


* Results not typical. Average earnings are less. See current Opportunity and Earnings Disclosure summary at doterra.com > Our Advocates > Flyers.

Become a Leader

LEAD—IT'S WHAT YOU DO

An important responsibility of any leader who achieves the rank of Silver or above is to maintain and flourish a culture of connection and healthy relationships. Create a community where people are valued and have a sense of belonging. A culture of caring is at the heart of dōTERRA®. Envision powerful results as you and your builders seek to serve by bringing greater love, hope, and wellness to every life you touch. This is a culture worth duplicating and the pathway to lasting influence.



- Build belief in the **product**.
- With **courage**, share experiences. Invite to change lives.
- To attain and sustain the rank of *elite*

- Build belief in the **company and the opportunity**.
- With **integrity**, present the message. Grow trust to enroll.
- To attain and sustain the rank of *premier*

- Build belief in **you**.
- With **commitment**, model success habits. Solidify certainty.
- To attain and sustain the rank of *silver*

- Build belief in **your builders**.
- With **love**, transfer vision. Nurture a team culture of duplication.
- To attain and sustain the rank of *gold*

← your builders

↑ you

“Culture trumps strategy every time.”
– Greg Cook

IGNITE TO GOLD. BUILD BELIEF IN YOUR BUILDERS.

Achieving the rank of Gold is a worthy goal! Imagine the power of attaining a rank, that, when solidified, delivers a residual income that most people only dream of.* Only two percent of the US population are disciplined enough to save for 40 years to create that same residual income. This accomplishment puts you in the top one percent of all successful network marketers.

The culture that produces the rank of Gold is made up of those who believe in the power of their dreams and commit to and perform vital action steps. The key to your success is the effective transfer of vision to your builders who duplicate those actions. Our compensation plan rewards leadership. You grow when they grow.

Duplication of these vital actions alone, however, is not enough to bring long-term success and dependable residual income. This is a relationship business. You have the responsibility to influence not one, but two cultures: a customer culture, which includes every person in your team community, and a builder culture, consisting of all team members who desire to build a successful business (see pg. 12–19). Utilize this guide to support your efforts in developing as a leader and growing your team.

Transfer vision. Nurture a team culture of duplication.

Gold Planner

DEVELOP A STRATEGY

Support 3 key builders to achieve Premier.



I AM GOLD
- a leader people want to follow -
ON OR BEFORE

(Last day of your qualifying month)

AND I FEEL

Fuel your success by expressing gratitude in advance for how your achievement will feel.

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NAME:	PREMIER <input type="checkbox"/>
STRENGTHS	
THEIR WHY	
KEY SUPPORT NEEDED / INCENTIVES Review Together:	
<input type="radio"/> Train Guide <input type="radio"/> Rank Planner	
Builder 1	Executive <input type="checkbox"/>
<div style="text-align: right;">2000 OV Required</div> - _____ Typical OV = _____ OV Needed	
KEY SUPPORT NEEDED	
Builder 2	Executive <input type="checkbox"/>
<div style="text-align: right;">2000 OV Required</div> - _____ Typical OV = _____ OV Needed	
KEY SUPPORT NEEDED	
Additional Builder:	Executive <input type="checkbox"/>
<div style="text-align: right;">Typical OV</div> _____ <div style="text-align: right;">OV Needed</div> _____	
KEY SUPPORT NEEDED	
<div style="text-align: right;">5,000 OV Required</div> - _____ Total OV = _____ OV Needed	

NAME:	PREMIER <input type="checkbox"/>
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KEY SUPPORT NEEDED	
<div style="text-align: right;">5,000 OV Required</div> - _____ Total OV = _____ OV Needed	

Check off each Executive builder as they qualify. When every one is checked off and each leg reaches a volume of 5K, you are a Gold!

OV = Overall Volume

📄 Print additional Rank and Power of 3 planners as needed. Available at: dōTERRA.com > Our Advocates > Empowered Success > Tools

Establish Leader Habits

CHOOSE GREATNESS NOW

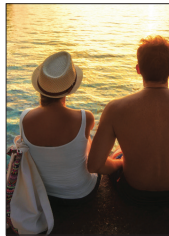
If you could more fully tap into your potential, what would be different for you? How would your life change? Steven Pressfield, author of *The War of Art*, says, "Most of us have two lives: the lives we live and the lives we are capable of living."

Being your best requires more than knowledge. Greatness requires putting what you know into action. Most people have the capacity to double or triple their income just by consistently applying what they already know.* Despite this, goals get renegotiated, ideas are chased, and success is delayed.

"The difference between greatness and mediocrity is slim. The difference in results is tremendous."
 – Michael Lennington and Brian P. Moran.

The single most influential factor of success is continued execution. Great results come to those who tell their story a few more times, hand out a few more samples, make a few more calls, hold a few more one-on-ones, and follow up with a few more prospects and customers. Simply put, our business is a numbers game. The more lives you change, the more your greatness expands!

As a leader, it's up to you to create vision and strategy for you and your team and orchestrate your rank. Consistently execute the disciplines below. This is leader training.



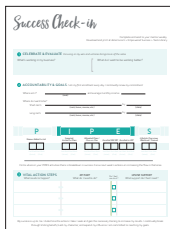
CREATE VISION

Create a vision big enough to stay the course of your dreams.
 Use Create Vision

MEASURE RESULTS

Track and correlate PIPES activities.

Use Implement Success Check-In



THE 5 Disciplines OF EXECUTION



SET GOALS

Begin with the end in mind, matching goals to desired outcomes.

Use Rank Planner and Set Goals

DISTORT TIME

Be in control of your use of time in order to manifest results.

Use Implement Distort Time and Success Schedule



PLAN ACTION

Get detailed about how, when, and what you need to achieve in the time you've set.

Use Plan Action

"The greatest predictor[s] of your future are your daily actions." - The 12-Week Year

3 CORE PRINCIPLES OF YOUR SUCCESS

- 1 CHOOSE GREATNESS NOW
- 2 MAKE AND KEEP COMMITMENTS
- 3 BE ACCOUNTABLE FOR YOUR ACTIONS AND RESULTS

Content inspired by *The 12-Week Year* by Michael Lennington and Brian P. Moran.

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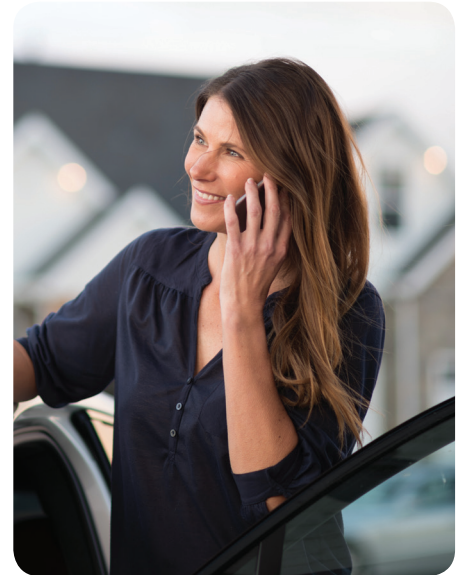
Expand Your Network

One of the biggest keys to building a successful business is understanding those you serve. The more clearly and concisely you identify who you want to work with, the more easily you'll know how to connect with them. If you're trying to reach everybody, your message may be too "generic" or less effective. A focused message makes you more relatable and increases your connections.

Create clarity on who your target network is:

- Who are you drawn to and enjoy spending time with?
- Who do you enjoy and work best with?
- What common denominators are found in those you are drawn to?
- What aspect of essential oils or dōTERRA are you most passionate about sharing?

These answers give clues to reveal your target network. To further your awareness, fill out the following:



1 Who are you passionate about serving?

Who are they?

How do they spend their time (e.g. priorities, interests, hobbies)?

Where do they shop, gather, frequent?

What are their hopes, dreams, and health goals?

2 What concerns, problems and pains do they need solved?

What are their biggest concerns, pain-points, struggles, worries?

What keeps them up at night?

3 How is dōTERRA a solution to their needs and desires?

PRODUCT

BUSINESS

Who is not a fit for your target network?

YOUR TARGET NETWORK

Using what you've discovered, summarize your target network:

Who are they: _____

What do they need: _____

What motivates them to seek your solutions: _____

YOU ARE LOOKING FOR PEOPLE WHO ARE LOOKING FOR YOU

With your target network more clearly identified, now is a great time to engage in a talent search.

The better you understand your network, the more easily you speak their language and naturally know how to help them take their next steps toward a dōTERRA® solutions-based lifestyle and business. Focus on your role as a **Solutions Provider**, someone who connects people to the answers they seek.

Make a plan to utilize the valuable awareness on the previous page to excite your prospects and move them to action.

“Nothing can add more power to your life than concentrating all your energies on a limited set of targets.”

— Nido Qubein

CONNECTION STRATEGY

- 1 What classes would your target market be most interested in? What are some class titles that would stir their interest? Brainstorm simple, compelling class concepts that can communicate how dōTERRA is a solution to their priorities. _____

- 2 What kinds of events are people in your target market likely to attend? Are any happening in your area? Could you have a booth at these events? If so, what marketing would be effective in connecting with them? How will you recognize them at these events? _____

- 3 Think about the specific needs of your target market. What dōTERRA products are best to share with them? What is the best way to share (e.g. roll-on bottles, mini spray bottles, AromaTouch® hand technique, education materials)? _____

- 4 What kind of incentives would most interest them? How can they be used to motivate attendance at a class or to schedule a one-on-one and encourage enrollment? _____

- 5 What does an influencer in your target market look like? What strengths, skills, or qualifications do they have? Qualities can include a passion for health knowledge; specific experience and credibility; sufficient time, energy, money, contacts, or influence. _____

- 6 What would motivate this influencer to want to build a dōTERRA business and be a leader on your team? What do you and your team/upline provide? How do you support new builders in launching their business? _____

↓ Use the *What you Do* exercise to refine your approach.

Master the Business Presentation

GROW YOUR INFLUENCE

Sharing the dōTERRA® opportunity is as joyful as sharing the products. These are your solutions! When your audience hears your message, consider what they may be thinking:

- “Could this be what I’ve been looking for?”
- “Have I found the opportunity to take care of me and my family?”

Present with confidence. You are selling the opportunity and extending a powerful offer.

It can come as a surprise that someone close to you has been observing you, your lifestyle, attitude, and actions and wants to know more. How you live is often the very best ways to attract just the right moments. Invite prospective builders to a casual (e.g. over dinner) or more formal business presentation so they set aside time and take your invitation seriously with a commitment to attend.

BUSINESS PRESENTATION INTENTIONS:

- Communicate the value of the product and opportunity.
- Effectively bring people into your community and relay the benefits of working with you.
- Expand the reach and influence of your team to change more lives.

Follow the PIPES activities flow to set up for success:

1. Prepare

Write your list of prospects. Utilize Expand Your Network (pg. 8-9) to know where to find them.

👉 Refer to *Prepare You to Recruit Successfully*.

2. Invite

No matter what customer support you are engaged in, find ways to plant seeds about the business. Create connections and sincere interactions.

👉 Utilize *inviting tools*.

3. Present

Sharpen your presentation skills. Ignite passion for the product and the opportunity to earn. Track your enrollment trends to ensure your message is resonating with your audience and moving them to action.

👉 Refer to *presenting tools*.



HOW DUPLICATION HAPPENS:

- I teach it in front of you.
- I teach it with you.
- You teach it in front of me.
- You teach it in front of your new builder.
- You teach it with your new builder.
- They teach it in front of you.
- And so on.

The best way to train your builders to present is to do it with them a few times. Then they gain the confidence to become the expert just like you.



GET IN FRONT OF YOUR PEOPLE'S PEOPLE

When new builders first recruit business partners, engage as the more experienced upline to present the opportunity and build credibility (see *Train* pg. 11). You are the living, breathing example of what's possible. Bring power and conviction to discussions.

This accomplishes two things:

1. You are a powerful third-party witness.
2. You model a successful business presentation.

👉 Learn how with *Effective 3-Way Calls*.



BUSINESS OVERVIEW AGENDA (20-30 MIN.)



Purpose:

- 1 Gather people, listen to their needs, and introduce them to the dōTERRA® opportunity.
- 2 Focus on needs of attendees; know and share how the opportunity can work for them.

OPTIONAL: Add videos and/or testimonials from builder or leader attendees to expand into a full class presentation.

- 2-5 min: Make connections / Tell your story (1-2 min)
- 1 min: State intention
- 2-5 min: Learn about their situation (Buckets vs. Pipeline – pg. 2)
- 2-5 min: Why dōTERRA (pg. 3)
- 2 min: What it takes to do this (pg. 4-5)
- 2 min: Compensation plan (pg. 6-7)
- 4-5 min: Envision and choose a path (pg. 8-9)
- 5 min: Next steps (pg. 10-11)
- Q&A: Anything else they want to know?

THE 4 DOORS OF DECISION The art of moving people along.

1 BUILD A PIPELINE



Discover with Questions:

- Where are you?
- Where do you want to be?
- What needs to happen to get there?
- How serious are you about making that happen?

This first step is about helping prospects identify their gaps in health, finances, purpose, relationships, and capacity to change direction.

2 PARTNER WITH dōTERRA



Connect with Stories:

- Tell your story
 - Who was I?
 - Where was I?
 - What was the problem?
 - How did dōTERRA solve it?
 - Where I am going now?
- Share key reasons why you chose to partner

Keep your story relevant, relatable, and short (2 mins).

3 COMMIT TO BUILD



Share Possibilities

- Introduce comp plan
- Choose a path: Earn product, supplement or replace income

Keep your discussion of the comp plan brief. After sharing income possibilities, invite them to choose their pathway to build.

4 GET STARTED



Introduce First 3 Steps

- Set a time to meet for their next steps.

Refer to the Launch Builders timeline in *Train* (pgs. 18-19).

NOTE: If a prospective builder wants more information before they commit, share videos and other sources about dōTERRA product, compensation, mission, and culture.



NEXT STEP: LAUNCH YOUR NEW BUILDER

Make it a habit to always invite to the next step. Once a new builder has hosted their first presentation(s) using the *Share* guide and has a few new enrollments, it's time to conduct their Launch Overview. Consider holding monthly Launch Camps with your upline. Use both together for optimal success. Schedule frequent interactions during these crucial first weeks of their building experience.



Showing up to serve and find each person is a doorway, not a destination.

Cultivate Duplication

CHANGE LIVES AND CREATE RESIDUAL INCOME

Achieving the ultimate goal of building a successful dōTERRA® business and income-producing pipeline is the result of leading a culture of duplication. When you analyze the success of accomplished dōTERRA leaders, you find the same basic components every time. These components, or PIPES activities, are the core principles of achievement. How you engage in those key actions is naturally flavored by your personal style. Initially, people are attracted to you! The pathway to true success comes only by duplication.

Successful builders:

- Engage in pipeline-building activities (PIPES) for the purpose of changing lives. Dollars follow value. Seek to serve.
- Partake of success. They get paid for doing what they love and earn residual income as a result.

“This is simply a numbers game. The magnitude of your compensation is determined by the number of lives you change!”
 – Laura Jacobs

PAY FOR YOUR PRODUCT



A casual commitment to sharing typically earns product for free (a few hundred dollars per month)*.

ELITE & PREMIER



SUPPLEMENT YOUR INCOME



Committed building may generate supplemental household income (a couple thousand dollars per month)*.

SILVER & GOLD



REPLACE YOUR INCOME



Full leadership commitment may lead to true residual or replacement income, allowing for changes in lifestyle (thousands or more per month)*.

PLATINUM & ABOVE



As a dōTERRA Silver, you are on your way to supplementing your income and creating a new level of financial achievement where part-time jobs are a thing of the past. Your success gives hope and confidence that replacement income is just around the corner. Consider joining the dōTERRA Free to Give program now and track your path to financial freedom.

LEVERAGE THE COMPENSATION PLAN

The dōTERRA compensation plan is a leadership-driven plan that compensates you for developing leaders. This back-end compensation plan can create stable, powerful, residual income with potentially higher payouts. In comparison, what is termed a front-end plan offers quick rewards that typically fade fast.

Now is the time to strive to build rank and Power of 3 to generate supplemental income.

- Know the compensation plan better. Take a deeper look. Learn how to qualify for each bonus.
- Avoid leaving money on the table. Help your new builders qualify for bonuses. Understand the power of duplication.
- Use the dōTERRA Empowered Success system and training.



*Results vary. Average earnings are less. See dōTERRA Opportunity & Earnings Disclosure Summary at dōTERRA.com.

Committed and Capable Builders

KNOW TO GROW

In *Launch*, principles were introduced regarding recognizing capable and committed builders when considering a candidate for a frontline position in your organization. Builders are deemed initially **capable** if they enroll others on their own and **committed** when they complete the first three steps in the *Build* guide. If a builder is one or the other, their placement will likely be better on your second or third level. This is the ideal, but not always reality.

By now you have discovered more about those who qualify you as Silver. To grow to Gold, you need three personally enrolled builders (placed on three different legs) who are committed to growing to Premier and beyond. These may or may not be those who qualified you so far. That's okay.

SET EXPECTATIONS

Foster progression and preserve healthy relationships by setting realistic expectations. As the upline mentor, set the tone by creating opportunities to think ahead, reducing the potential for conflict in the future.

Share the following:

- *You Have Support!* Your upline and company training and tools.
- *Growth Is Key.* Become more to earn more.
- *Attitude Equals Altitude.* As you grow your team, struggle is a natural part of the process. Expect it. Maintain mental toughness despite challenges, setbacks, doubt, or rejection.

Manage Expectations:

Frustration is the space between expectations and reality.

- Renegotiate expectations that are no longer working or relevant.
- Recognize how to avoid unnecessary conflict in the future.
- Commit to better communication and accountability.

📌 Refer to **Set Expectations**.

RESTORE COMMITMENT

If you sense or know commitment is lacking, carefully consider the original commitment or lack thereof.

- Did they say they wanted to build? Or simply host a class?
- Did you place people under them whether they were committed or not?

Meet people where they are, not where you want them to be. One of the fastest ways to break trust is to place undue pressure on someone to build prior to securing true commitment.

📌 Refer to **Restore Commitment**, **Reset Expectations**.

“Commitment is the enemy of resistance, for it is the serious promise to press on, to get up, no matter how many times you are knocked down.”

– David McNally

BUILDER CHECKLIST:

By the time someone hits Elite, there are success habits and skills to be acquired and maintained in order to keep growing. Assess each builder's level of commitment to this process and how capable they feel of reaching their goals. Provide a learning culture where each individual is moved to action that makes businesses thrive and visions a reality!

COMMITTED

- ___ Use the products
- ___ Follow the Success Schedule
- ___ Schedule presentations
- ___ Invite prospects to Business Overviews
- ___ Get mentored and trained
- ___ Attend and promote events

CAPABLE

- ___ Invite qualified prospects to presentations
- ___ Teach Natural Solutions presentation effectively
- ___ Enroll at least 50 percent of prospects
- ___ Conduct Lifestyle Overviews with every enrollee
- ___ Enroll new members in LRP
- ___ Launch builders with Launch Overview

Launch Builders, Train Trainers

TRANSFER VISION, NURTURE DUPLICATION

One of the biggest keys to success is committing builders to performing the Vital Action Steps. Your growth is tied to your ability to transfer vision and train on how to effectively complete those actions. The number of people a builder has in their pipeline and how well those people are served determines degree of success. The focus of training and mentoring is to uplevel the quality of that service.

DEVELOPMENTAL STAGES

Meet your builders where they are developmentally to best support them in growing into their own capable, committed, and independent leader selves. Consider each level of progression to better understand how to support and empower your builders.

Your leaders won't "grow up" all at once. Learn to meet each builder where they are in their progression and customize your support to meet their needs. Invite each builder to go through the Builder Checklist (pg. 13) with you. Express excitement about what they've accomplished and invite progression where needed.

1 KNOW WHERE THEY ARE

- Keep training rank appropriate
- Understand the process of developing leaders

	MASTER BELIEF IN:	STATE OF MIND:
PRESIDENTIAL DIAMOND	Your Legacy	Wise, seasoned, and engaged in a broad perspective.
BLUE DIAMOND DIAMOND	Your Influence Your Why	Experienced team leader. Competent at building and leading a team.
PLATINUM GOLD	Your Team Your Why	Ready to build their own team and value independence. Confident while requiring support to thrive on their own.
SILVER	Yourself	Growing in knowledge and confidence but not quite ready to be independent.
PREMIER	Company/ Opportunity	Gaining more confidence while still in need of some hand-holding.
ELITE EXECUTIVE	Product	Still see the ordinary as the extraordinary and share with passion.

RANK APPROPRIATE TRAINING



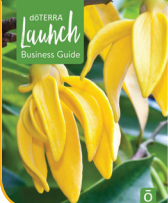
2 MEET THEM WHERE THEY ARE

- Know each builder's goals, strengths, commitment, and capacity
- Utilize appropriate rank guide

A leader's purpose is to teach builders and trainers the recipe for success. Whether accomplished in one-on-one or group mentoring, or in a more formal training setting, keep content rank appropriate. For example your new builders need different training than your Elites. It is vital you realize there are key steps to achieve results and there are individual ways to execute those principles. Teach what duplicates. You'll know what you're teaching is effective when those learning say, "I can do that", and their actions bear fruits of success.

Provide regular (e.g. monthly) training for your new builders (e.g. Launch Camp). Attendees are best qualified after having completed the *Share* guide and hosting a class or a few one-on-ones.

LEAD THEM THROUGH THEIR COMMITMENT

	<p>LEADERS</p> <p>Know how to lead those who know how to teach others how to launch a business.</p> <p>Know how to duplicate the recipe of success and support trainers.</p>	<p>As a Leader, you provide Launch Camps. You also support Train-the-Trainer events provided by your upline.</p>
	<p>TRAINERS</p> <p>Know how to teach others how to launch a business.</p> <p>Know what to duplicate for success to launch and support builders.</p>	<p>Trainers attend Train-the-Trainer events and support Launch Camps provided by their upline.</p>
	<p>BUILDERS</p> <p>Know how to launch a business.</p>	<p>Builders attend Launch Camps.</p>

3 SHOW THEM HOW TO DO IT

- Train on PIPES activities
- Connect them to training
- Mentor consistently

As each of your builders/qualifiers engage with commitment and capacity in essential PIPES activities, measuring results along the way is critical. Too often lag indicators of success (e.g. rank, retention, volume, income) get all the focus, yet measuring lead indicators (engagement in PIPES activities—reported on the Success Check-in) is where the magic lies.

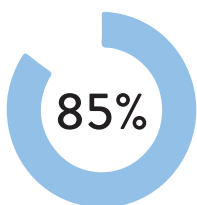
		PREPARE	INVITE	PRESENT	ENROLL	SUPPORT
		<i>You</i>	<i>Your Prospects</i>			<i>Your team + Community</i>
PRODUCT	<p>CONSUMER</p> <ul style="list-style-type: none"> • Be a Product of the Product • Essential Oil Education 			<ul style="list-style-type: none"> • Share • Invite • Remind • Present • Enroll 		<p>CUSTOMER CULTURE</p> <ul style="list-style-type: none"> • Lifestyle Overview • Continuing Education • Drip Opportunity • Invite to Share • Invite to Build
BUSINESS	<p>BUILDER</p> <ul style="list-style-type: none"> • Names List • Plan • Manage Activities • Skill Mastery • Get Mentored 			<ul style="list-style-type: none"> • Share • Invite • Remind • Present • Enroll 		<p>BUSINESS CULTURE</p> <ul style="list-style-type: none"> • Launch Builders • Train Team • Mentor Builders • Promote Events • Recognize Success
			PERSONAL DEVELOPMENT			

Elevate Your Leadership

BETTER TOGETHER

As you and your builders come together with a diversity of strengths, you create a well-rounded team. Create an environment focused on what's right with people, motivating each to be a better version of themselves; where strengths are encouraged and developed. Then when organizing events, team calls, or trainings, ask your builders to contribute in their unique ways, maintaining core principles of success.

WHY PEOPLE FOLLOW



As a leader, it is important to understand why people follow. John Maxwell in his book *21 Irrefutable Laws of Leadership* noted that 85 percent of people say they became leaders because they first followed. All great leaders started as great followers.

In a study conducted by Gallup over a three-year period, 10,000 participants were asked to consider specific leaders who had the most positive influence and made the biggest difference in their lives. Distinct patterns emerged, clearly revealing the four most consistent needs of followers:

1 TRUST

Honesty, integrity, and respect are key to strong relationships of trust. You don't convince someone you are trustworthy. You earn trust. Keep your word. Successful collaboration and teamwork are the fruits of strong teams.

2 COMPASSION

Care, friendship, empathy, love, and genuine compassion are the most significant experiences that create followership. Higher levels of engagement, retention, productivity, and profitability are staggering when people matter to someone else.

3 STABILITY

Security, strength, constancy, peace, and dependable support let followers know you are consistently who you say you are and that your core values are stable. The best leaders can be counted on in times of need and when it matters most.

4 HOPE

Direction, faith, and confidence drive a follower's belief and enthusiasm for the future. Your certainty in the path to success motivates your followers to believe partnering with you will lead them to their own. Hope fuels achievement and when lost or absent, disengagement rapidly rises.

Make a leadership commitment to always serve your followers.

Invest in Your Leadership Capacity

Great leadership begins with self-evaluation. Inspect your own PIPES activity before you expect it from others on your team. Everyone gets to first follow and model the recipe for success then earn the right to teach the model and lead others through the steps.

[!\[\]\(bcece9a353e60caece619217f5c1ea39_img.jpg\) Study and utilize the leadership resources.](#)

Page 13 gives you the checklist for committed and capable builders. These are the checklists for committed and capable leaders.

BE THE MODEL:

- I teach Natural Solutions presentations effectively.
- I enroll at least 50 percent of prospects.
- I conduct Lifestyle Overviews with every enrollee.
- I enroll new members in LRP.
- I coach someone to host a successful class.

TEACH THE MODEL:

- I launch new builders using Empowered Success.
- I train my builders (provide/connect to key training).
- I mentor my builders effectively using the Success Check-In.
- I promote events, educational opportunities, and resources.
- I recognize and celebrate success and advancement.

Maximize Your Mentoring

BELIEVE IN YOUR BUILDERS

You are invited to engage in the regular mentoring of your qualifying legs. Initially (for the first few calls), invite your upline to join as you grow your skills. Use the Empowered Success tools, guides, and videos.

Successful mentoring brings out the brilliance in others and cheers them on to more! Serve your builders as their strategic accountability partner. You don't need to know everything. Choose to show up as a mentor and make a powerful difference.

TOP MENTORING TIPS

- **Schedule regular mentoring** (typically weekly). Predetermine method of communication. Mentee submits *Success Check-In* prior to call.
- **Develop a relationship of trust.** Keep confidences and commitments.
- **Edify and encourage.** Highlight their gifts and brilliance. Support in meaningful ways.
- **Set and manage expectations.** 📌 See *Set Expectations*.
- **Create vision for what they want,** set goals, and make a plan to keep those commitments.
- **Focus on Vital Action Steps** and how to execute effectively.
- **Focus on solutions, not problems.** Move builders from concerns to solutions. Ask don't tell. Create a space where they bring ideas. Collaborate!
- **Refer to personal development** to increase skills and overcome limiting beliefs.

📌 Utilize mentoring resources to grow your capacity.



“A successful mentoring call ends with the mentee knowing what to do next and feeling they can do it!”

— Melyna Harrison

Success Check-in

Complete and send to your mentor weekly.
Download and print at doterra.com > Empowered Success > Tools Library

1 CELEBRATE & EVALUATE *Focusing on my wins and victories brings more of the same.*

What's working in my business? _____ What do I want to be working better? _____

2 ACCOUNTABILITY & GOALS *I am my first enrollment every day. I continually renew my commitment.*

Where am I? _____ and average monthly income _____
(rank)

Where do I want to be?
Short-term _____ by _____
(rank, bonus, income, etc.) (date)

Long-term _____ by _____
(rank, bonus, income, etc.) (date)

P	I	P	E	S																														
Names Added to List	Sampled, Invited to Class	Attended Class / One-on-One	Enrolled WA/WC	Enrolled in LBP																														
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Circle where in your PIPES activities there is breakdown in success. Focus next week's actions on increasing the flow in that area.

3 VITAL ACTION STEPS

What needs to happen?	MY PART What do I need to do?	Do I feel I can do it?	UPLINE SUPPORT What support do I feel I need?
		<input type="checkbox"/>	
		<input type="checkbox"/>	
		<input type="checkbox"/>	

My success is up to me. I determine the actions I take. I seek and gain the necessary training to increase my results. I continually break through limiting beliefs, build my character, and expand my influence. I am committed to reaching my goals.

HOW TO USE THE SUCCESS CHECK-IN:



WHAT'S WORKING

Celebrate successes and evaluate areas that need support. Help them to deconstruct past success so they can repeat what's working and eliminate what's not. Great questions awaken the genius within.



WHAT DO YOU NEED/WANT TO CREATE?

Identify where they are and want to be. Help them set reasonable goals then focus on the few things that make the biggest difference.



HOW SUCCESSFUL/COMMITTED IS YOUR ENGAGEMENT?

Assess PIPES activities. Results provide natural feedback. Identify where breakdown (lack of results) is happening. Focus mentoring on what is most important (e.g. skill mastery on inviting or enrolling).



HOW CAN YOU REACH YOUR GOALS?

Base next Vital Action Steps on awareness from PIPES evaluation and goals set. Help them identify where and how they need your support. Make yourself available to present and support new builder presentations and their first few Lifestyle Overviews.

“Leadership is communicating to people their worth and potential so clearly that they come to see it in themselves.” - Stephen Covey

Develop Loyal Customers

BUILD COMMUNITY THROUGH CONTINUING EDUCATION

Create record-breaking retention by consistently supporting customers with continuing education. Teach the many ways products can be integrated into daily lifestyle.

Utilize the superb education already available from both dōTERRA® corporate and the field. Connect your members to these options. Share, promote, and communicate on a regular basis new and favorite options to increase awareness and interaction.

“Education is the most powerful weapon which you can use to change the world.”

— Nelson Mandela

WHY CONTINUING ED?

- Build belief in product
- Change lives
- Encourage consistent LRP orders
- Create desire to share and build
- Grow your team



INVITE EVERYONE

- New customers
- Existing customers (active and inactive)
- Builders seeking product knowledge
- Prospects who have not enrolled
- Prospects seeking education

SEARCH YOUR TEAM

- Look for customers and builders in your downline who are not being supported.
- Bring awareness to their upline Silver leader whenever possible.
- If you can't find an active upline to support, add them to the communications and activities you provide for your personal customers and builders.

Hold your own gatherings (e.g. in person, Facebook event) and encourage others to do the same. Regular education opportunities build belief in the product for both customers and builders. These occasions create a sense of community and belonging and expose people to more ways to use the product by learning from others.

Consider the *Live* guide as a tool for continuing education topics. Attendees can share experiences, favorite tips, and recipes. No expert required! Introduce topics in reference to the dōTERRA Wellness Lifestyle Pyramid. Possible topics include:



- Daily Health Habits with LLV
- Cooking with Essential Oils
- Children's Health
- Optimizing Exercise & Weight
- Boosting Vitality & Energy
- Restful Sleep
- Emotional Aromatherapy
- 28-day Detox Program
- Toxin-free Skin, Hair, Body Care
- Green Cleaning
- Be Prepared for Anything
- Body System Targeted Support



dōTERRA EDUCATION

- Empowered Life Series
- Daily Drop app
- dōTERRA YouTube channel
- dōTERRA Facebook/Instagram

INCREASE RETENTION RATE

Consistent viable continuing education increases retention in your organization. Track your teams' retention rate in your back office under Wellness Advocate Services, Genealogy, then Summary Genealogy. Enter the ID# of the leader (you or one of your legs) whose team you want to track. Then indicate levels you want included. Make tracking retention a habit. Monitor patterns and strategize how to continually improve your rate. Dollars follow value. Seek to serve. 📌 Use **Activate Customers** and **Customer Appreciation**.

Create Momentum with Events

GATHER & GROW TOGETHER

Be strategic and collaborative. Partner with your upline to organize and promote events that provide education and training where attendees feel genuinely enthusiastic about growth, customer satisfaction, and making a difference in the lives of others. Create value as to why attendance is significant. The ultimate goal is to orchestrate moments where prospective, new, and existing builders get inspired.

- 1 PROMOTE** Work together to ensure events are being promoted on builder/leader calls and in team communications. As you onboard and sustain builders, it is an important responsibility to inform them of educational opportunities. Post on team or customer social media regarding classes and monthly trainings. Promote big events at least six months in advance.
- 2 INVOLVE** your leaders. Give the next generation of leaders on your team opportunities to shine and lead. Don't just do things yourself. Create an environment where others can and are encouraged to flourish.
- 3 ENGAGE** your entire team. Members have a natural desire to belong to a team community as well as dōTERRA's greater company culture. Being inclusive is key to team growth and success.

People make decisions to do this business at events.

Promoting and attending events is an essential part of your dōTERRA® leadership and development. Events provide social proof, stimulate momentum, and build your business. dōTERRA is an event-attending culture. It's where leaders are born and partners decide to engage.

Team Events:

(Partner with Upline)

- Weekly Team Call
- Monthly Training
 - Launch Camp
 - Other
- Quarterly Events

dōTERRA Events:

- Annual Global Convention
- Annual Leadership Retreats
- Wellness Prosperity Summits
- Regional Product Trainings
- Annual Incentive Trip
- Semi-annual Diamond Club



CONVENTION MENTION: Experience the dōTERRA culture at the most important event of the year. Attendees leave inspired, transformed, and motivated to grow their business.



Events Build on Each Other

- Build belief in dōTERRA's mission
- Stir passion and nurture capacity
- Provide social proof

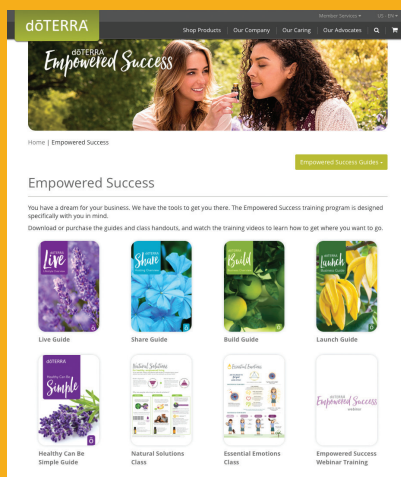
MAXIMIZE EVENTS

- **Incentives and Recognition** – Create contests or performance markers where airfare, lodging, tickets, or other expenses can be earned. Acknowledge success via VIP treatment and planned moments of public recognition.
↓ *Refer to Incentives & Recognition.*
- **Repetition** – Consistently promote events as part of your regular team communications.
- **Logistics** – Provide suggestions, details, and support to ensure attendees have lodging, transportation, and need-to-know-before-you-go FAQs.
- **Team Pride** – Provide ways to create a sense of team unity and uniqueness through swag, gatherings, picture moments, etc.
- **Before, During, After** - Team events planned during larger events such as convention allow for important, more intimate moments that help attendees feel a sense of belonging and can provide team building (e.g. team party or lunch).

A *leader* is one who
holds the space for the
brilliance of others.

-Marianne Williamson

Learn More:



dōTERRA.com > Empowered Success

Next Step:



Thank you to all Wellness Advocate leaders and others who have collaborated on and contributed to the making of Empowered Success.

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