

# Sharing for Success with dōTERRA

WORKBOOK *by Vanessa Jean & Paul Ovens*

dōTERRA Australian Founders & Double Diamonds

## Part 1



## WELCOME TO BUSINESS WITH HEART

Paul and I feel so blessed to share this training with you all.

We have drawn together what we feel are some of the most important tools, pearls of wisdom, and inspirational messages to help you and your business to flourish.

We believe that a business, built upon the foundations of love and genuine care, sets you and your team up for success. When you work together, with integrity and to serve the higher good of all concerned, true alchemy happens... you will witness hearts cracking wide open to receive the gifts the Universe is willing to give. You will witness those you work with developing and growing with you, as their business grows. You will behold the magnificence that is you...and help others to see the same in themselves.

We invite you to dive deep with us and create depth in your personal development, depth in your heart, and depth in your service for the higher good. This is a journey we embark upon together. A journey where, together, we unravel... and return to our truth and the path of our hearts. We take a walk together along the pathways of our dreams where we reveal one to the other the tapestry of our dreams... we share our 'why's' and help make them manifest into and onto this 3D plane.

Join us in co-creation as we walk the path and follow the way of the Soulpreneur.

*In Joy and Love,*

*Vanessa Jean & Paul Owens*

## VANESSA JEAN BOSCARIELLO OVENS, AUTHOR & SOULTREPRENEUR



Vanessa Jean has had a long-standing dream to invite people to remember their truth and to live it. To listen to the whisperings of the soul and dance to their heart song.

Over the past 20 years, she has facilitated and guided this remembrance, using her skills in aromatherapy as a Holistic Therapist to do this. As a global speaker, retreat facilitator, sound healer, meditation leader, story tell and wholefood cooking teacher, she has touched the lives of thousands living her soul purpose to remind humanity of the simple brilliance to shine brightly and magnificently in the Return Home to Love.

## PAUL OVENS



Paul's professional background is in the field of direct sales, personal development, and business coaching. Over the last two decades, Paul has been a successful sales and marketing manager in two multinational organisations, taking his teams to the top of their field. Living with the philosophy of value given for value received has seen his passion of helping others first to see, and then to be the very best they can, realised in simple ways every day.

### **Disclaimer**

*Every effort has been made to accurately portray information in this training manual. However, due to the ever-changing nature of both the internet and the evolution of dōTERRA, some material and procedures may change. If in doubt, please contact your upline for help.*

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# Sharing for Success with dōTERRA

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## Module 1



## CRITICAL SUCCESS FACTORS – YOUR WHY



Your *Why*  
is the reason you get up in the morning to share and inspire with dōTERRA.

What pulls you through your darkest hour?

### REFLECTIONS ON YOUR WHY

Take a few minutes to write down **Why you are doing dōTERRA? Your Why is your anchor and your fuel.**

- Your Why is personal and meaningful to you.

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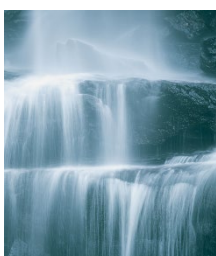
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## Be Mission Focused!

Let your mission be big enough that every single drop used is creating a cascade. *Rod Richardson*



***“Start with Why: How Great Leaders Inspire Everyone to Take Action”***

***“Find Your Why: A Practical Guide for Discovering Purpose for You and Your Team”***  
- by Simon Sinek



## GOING DEEPER INTO YOUR WHY – AN EXERCISE

1. **Why dōTERRA? Why am I choosing to share dōTERRA? Why these oils? Why do I want to invest my time in dōTERRA?** Distil your notes on the previous page into 1 sentence.

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2. **Why is that important to me?** Refer to your answer to question 1, write 2-3 sentences.

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3. **Why is that important to me?** Refer to your answer to question 2, write 2-3 sentences.

*This is peeling back the layers of your why to get to the core. A Why is emotive, it's emotional, it's energy in motion. It's the thing that pulls you through your darkest hour. Your Why is the thing that inspires you daily, that helps you get through the density that would otherwise stop you. It's why you don't cancel a class when the 19 RSVPs cancel and only 1 shows up.*

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4. **Why is that important to me?** Refer to your answer to question 3, write 2-3 sentences.

*Feel it, pause if you need to, repeat the statement you wrote down. If you feel stuck, grab an oil/oils to smell, sit up straight, eyes closed and breathe it in and feel what comes up. Why do these oils mean so much to me? Is it to touch as many lives as I can? Is it the quality? Is it the company? Is it the integrity? Take note of the oils you used to go deeper; these can help you anchor in your Why.*

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*Keep drawing a line under your statement and asking the question "Why is this important to me?" to go further into the core of your Why.*



**WATCH:** Paul Ovens – Going Deeper into your WHY Exercise  
<https://youtu.be/ZOTp26nduoE>



**WATCH:** Vanessa Jean Connecting to your WHY  
[https://youtu.be/vF1Vz5LM\\_Zg](https://youtu.be/vF1Vz5LM_Zg)



**“The Passion Test: The Effortless Path to Discovering Your Destiny”**  
- by Chris Attwood and Janet Bray Attwood

Also check out The Passion Test: <https://thepassiontest.com/>

What are your passions? What excites you? What is meaningful for you?



**WATCH:** Vanessa Jean and The Passion Test  
<https://youtu.be/aBRSZBoUgY>



## YOUR WHY AND CREATING MEANINGFUL GOALS

Your *Why* is your *fuel*

Your Why and your passions are how you live your life.  
Clear passions align you to your Why.  
Your Why is a way of BEING.



Your *Goals* are your *map*

Goals are things you choose to create in your life, something you aim to achieve.

Goals are about outcomes.  
Goals are about DOING.



Accomplishment comes through the *clarified action* of knowing your Why and creating *meaningful goals*.

### My Reflections

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**My reflections**

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**Know your strengths and lean into them.**

This is where co-creation and collaboration can magnify the efficacy of achieving goals. E.g. working with your strengths and your leader’s strengths and together creating for the next expansion; into rank, lifestyle changes, education and support of your team.



**“StrengthsFinder 2.0”**

By Tom Rath

*DōTERRA EMPOWERED YOU RESOURCES*

All of this is in our free Resources section

<http://bit.ly/pvjresources>

- How to Use Your Strengths
- Unlock your Potential and Learn About your Top Talents
- Grow your Business - Strengths Guide for Builders





## SETTING UP THE PIPELINE FOR RESIDUAL INCOME

### Being the C.E.O. of your business

#### I NTENTION

What am I going to achieve here? What do I want? What are my goals? (rank, income level, social connection, feeling inspired). Be clear and specific.

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#### D UPLICATION

What is the most intelligent way to ensure that my efforts create everlasting results for me and others? What time, effort and action will I commit to now on my path to true duplication?

- What activities do I commit to that can be duplicated? – **The key is duplication!**
  - A lasting effect that, after you stop doing it, still gets results
  - E.g. training duplicates. This is different to, and inclusive of, doing workshops and monthly learning events to get you to Diamond.

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*Share the opportunity! Boldly and courageously! It has and will continue to change your life, share that.*

The first opportunity to get exposed to dōTERRA is the best opportunity, and if it's been wasted by poor skills or poor execution, we solve this by working with whoever walks towards us, no matter what team they are on. <https://media.doterra.com/us/en/flyers/leadership-duplication-cycle.pdf>



**WATCH: Kelly King Anderson Enrolling Leaders who Enrol**  
[https://youtu.be/XNRnV\\_cI9DE](https://youtu.be/XNRnV_cI9DE)



## ACTIVITY

What kinds of things do I need to do to achieve my intention? What daily, weekly and monthly activities will I commit to engaging in to ensure the outcome of the above? What self-care and personal development activities am I doing regularly?

When you realign with your Why and your passions, ongoing, meaningful activity will keep you energised and expanding.

### Ask yourself:

- Is this truly essential?
- Is this very important to the outcome and the journey as I live my Why?
- Is this really how I choose to spend my time?
- Is this what I want to invest my energy in right now?



**“Essentialism”** by Greg McKeown

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## REPETITION

How regularly do I need to do these activities to make sure the vibration reaches, and is maintained at the right levels to ensure my success, that my intention is achieved?

**Become mission-based**, in so doing you will inspire others to lead with heart. The repetition of activity and your powerful stories will shift the needle to create long-term change. You will also avoid potential boredom that some people feel when they repeating the core activities.

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If there is one thing we have learned about repetition, it is this: keep doing it!!! There is always someone who hasn't heard your story and people in general need to hear things many times for it to land. So, **REPEAT!**

## EDUCATION

What do I need to learn that I don't know now? Who has that knowledge? What will I do and how committed will I be to attain it? Who can I get this knowledge from?

Educate and repeat education constantly and consistently. People need reminding of how they can create new habits and daily routines that are natural, simple and fun! Don't assume they know just because you do.

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## SMART GOALS – FOCUS YOUR ENERGY ON WHERE YOU WANT TO GO

Goals are just the posts at the end of the field unless they are **SMART**:

### **S**pecific

- What do you want to achieve?
- Be specific to define parameters:
  - **Who?** – Who is involved?
  - **What?** – What do I want to accomplish?
  - **Where?** – Identify a location
  - **When?** – Establish a time frame
  - **Which?** – Identify requirements and constraints, conditions and limitations

### **M**easurable

- Defining the physical manifestations of your goal – making it clearer and easier to reach
- Identify exactly what it is you will notice when your goal is reached:
  - **See**
    - \$ balance in your bank account
    - Increased size of your team
    - Rank
    - Physical weight loss
  - **Hear**
    - Congratulations on reaching rank of xxx
    - Your recognition song
  - **Feel**
    - Confidence to now talk in front of xxx people
    - Content
    - Financially safe
  - **Smell**
    - Your Aromatic Anchor
    - Create an Aromatic Anchor for your meaningful goals – i.e. the next rank expansion
- You need concrete criteria for measuring progress towards your goal
  - How much?
  - How many?
  - How will I know when it is accomplished?
  - Hours
  - Classes, one on ones, Wellness Consults
  - How will I feel?
  - How will I celebrate?

## Attainable

- When you identify a goal that has value to you, you begin to move towards it to make it come true, developing your skills, attitude, abilities and financial capacity to reach it.

Consider the following:

- Time requirements
- Costs involved
- Obligations and priorities in your life
- Talent
- Current skill level/training and personal development required
- Resources available/mentors/training opportunities to attend

*When you get super clear, you become a magnet for miracles  
literally attracting to you what you need and being pulled  
in the direction that best serves.*

Release the expectation of setting up goals and expectations that are meaningless, irrelevant or not mission-based. When your goals are relevant to your mission, they feed your purpose and your Why. They are relevant and attainable because your heart is behind them.

## Recorded/relevant/realistic

- Does the goal match your personality? i.e. Does it feel good? e.g. If fun is important to you, make sure there is joy in it!
- Are you both *willing* and *able* to work towards this goal?
- What is the objective behind the goal?
- Does the goal achieve that?
- A higher goal can exert more motivational force than a lower goal

## Time bound & Tangible

- Install timelines that feel good **and** that stretch you
  - For yourself
  - For your team
- Be flexible but realistic
- A goal is tangible if you can experience it with your senses (taste, touch, smell, sight, hear)

## WHAT ARE YOUR INTENTIONS?

What are your intentions? Know the answer to this question and then apply the activity that is in line with the achievement of your intentions. Actively choose the pathway that resonates with you NOW. It may change in the future. That's OK. For example, you may begin with pathway 1 (hobby). Then, over time, find you love it more and more and choose to uplevel to the next pathway. Do not pressure yourself to commit to something that is not realistic right now.

### Is your intention to...?

- **Do this as a hobby?** (2-3 hours a week and will help cover the cost of your monthly orders)
- **Cover costs and earn a little?** (approximately 10 hours per week)

This will likely require:

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**Do this as a business and to thrive?** (20-25 hours per week doing 2x2x2+1: 2 contacts per day (1/2 hr a day), 2 follow ups (1/2 hr a day), 2 classes (8 hours), 1 monthly event (average 2-3 hours a week plus admin)). The last option will see you earning, replacing your current income, and inspiring more people as you live, share and lead. And for those that choose this, leads into a third pathway or option where you do all this and replace and multiply your current income, thereby begin to set up a pipeline of residual income and a new lifestyle.

This will likely require:

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**WATCH: Goal Setting with Kelly King Anderson and Paul Ovens July 2017**  
<https://youtu.be/VZmWEHcD2u8>

Kelly's 6 WEEKS TO A NEW RANK can be found at <https://www.aromatools.com/6-weeks-to-a-new-rank-by-kelly-king-anderson.html>

RANK ADVANCEMENT SPREADSHEET can be found at <https://www.foodalchemistry.com.au/oil-resources.html>



**WATCH: Hayley Hobson on Taking Massive Action**  
Hayley Hobson, Double Presidential Diamond in doTERRA, talks powerfully on what it means to take massive action.  
<https://youtu.be/WoJc-dbzcEQ>

## BUT I DON'T KNOW ANYBODY! – CONNECTION MARKETING

Let's begin with the value in a 'Names, Contacts or Freedom List'.

You want to have at least 100 names – 100 - 200 is ideal on this list. For those that only have 10 names, when they call someone they are immediately deflated by a "No". If you only have 10 names and 3 say no, that is 30% saying no. If you have 100 names that is only 3% and you still have 97 names to go through!

### Writing your list helps with your intention and posture.

This helps with a change in your mentality and confidence – the more you have down, the more you can reach. The point is not even to get through all the names. The psychology behind having them is the greater gift – it increases confidence and alters one's perspective on reaching out and sharing the oils with those they know.

These oils have made such a huge difference in your life. Why wouldn't you want to share them? You know, those that do not share find themselves frustrated when they hear their friends have opened their own wholesale account, under someone else!

*The more you share, the more you reach.*

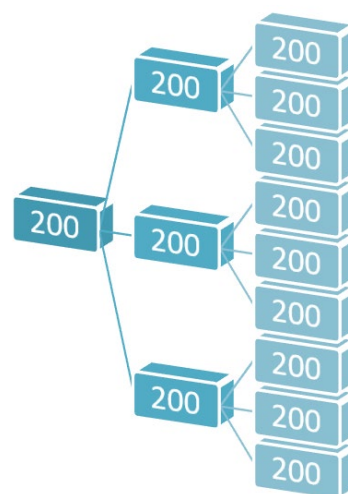
Another reason you will not necessarily get through all the names is because of the power of recommendations or referrals. Reaching out to one person then gives you access to the 100 people on their list. The more active you are, the more you will find people coming to you, not the other way around.

**You will literally magnetise people to you, this is the truth of "being in flow".**

Remember this and remind your leaders of this:

Studies show everyone 35yrs or older know or have met in that time over 2000 people. Probably 200 are known by name. You will have to have four main builders to expand to Diamond – those 4 each know 200 people that is 800 new people in your sphere. There may be some overlap, but you get the point –

THERE IS ALWAYS SOMEONE TO CONTACT! Each time you connect, ask for referrals and for those wanting workshops, free wellness consults and iTOVI scans etc.



Create meaningful connection points based on your passion, your mission and your Why. Those who are clear in this are ACTIVATED and are constantly magnetising their Tribe to them. It is a very conscious way of creating, manifesting, and generating. Creating (leads, classes, connections, intimate one-on-ones etc.)

*It's not just who you know, it's about who they know.*



**WATCH: Creating Enrolment Opportunities with Connection Marketing by Paul Ovens**

Do you struggle to find enrolment opportunities? Paul Ovens talks about the power of connection marketing and tapping into the network of those you already know.

<https://youtu.be/kdDu3H9NgYI>



**“Go Pro: 7 Steps to Becoming a Network Marketing Professional”** by Eric Worre.

A basic guide to what to do and how to do it in network marketing.

We are here to connect, and this is a great guide to effective ways to do this.

## BUILD GUIDE

Use the Build Guide to create your Names List/Freedom List.

<https://media.doterra.com/au-otg/en/brochures/AU-Build-Guide-2018.pdf>

Suggestion: use a notebook that is exclusively for your **Freedom List**. You can keep expanding it, taking notes of connections, conversations, samples, experiences, referrals etc.

*Names List*  
Whose lives do you want to change?

NAME	
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Together, we are rapidly sharing hope and wellness through dotERRA's worldwide movement.

Alternatively, add your names to the **Freedom & Family List** Excel spreadsheet we have created, located in the FILES section of the Team Alchemy Biz Leaders Group.

<https://www.facebook.com/groups/teamalchemybizleaders/permalink/1089420561242519/>

There are worksheets for:

- Freedom List (your contacts)
- Sampling
- Personally Enrolled
- Enrollership Handover
- Not Interested

1	FIRST NAME	SURNAME	STATUS	EMAIL/FB/IG	PHONE	CITY	STATE	COUNTRY	CONNECTION	NOTE	FIRST CONTACT
2	Mamma	Urth	CURRENT	mamma@fakeyfake.email	428838384	Melbourne	VIC	Australia	Local Cafe		12-Feb-17
3	Lay	ol Fase	CONVERSATION	@layolfaseholistic	422039492	Tweed Heads	NSW	Australia	Online Enquiry	sent samples	27-Jun-16
4	Summer	Daze	HOT LIST	summer@fakeyfakefake.email	422099429	Adelaide	SA	Australia	Old Client		2-Aug-17

## GROW YOUR PROSPECTS – LEAD GENERATION – TEAM CONNECTION

<https://media.doterra.com/us/en/brochures/grow-your-prospects.pdf>

Who can | free?

# Grow Your Prospects

The potential for expansion of your business is infinite. In building your business so far you've most likely enrolled mainly from relationships easily within your reach. This is known as your warm market. Continue adding names to your list to ensure a constant flow of new prospects in your pipeline. Each time you connect with someone on your list, you can also ask for referrals and find those seeking your message. As you expand your influence, more people are able to experience your message, and more lives change. Use the prompts below to consider new possibilities for sharing the dōTERRA® products and opportunity.

<p><b>WHO CAN I EASILY CONNECT TO?</b></p> <p>Who looks up to me? Who are my close friends? Who do I look up to (influencers)?</p> <p><b>WHO IS IN MY WARM MARKET?</b></p> <p>Phone Contacts Address Book Business Cards Christmas Card List Church List Neighbors List Facebook Groups</p> <p>Co-workers &amp; Colleagues Meet-up Groups Club/Association Current Friends High School/College Friends</p> <p><b>WHO AM I RELATED TO?</b></p> <p>Parents/In-laws Grandparents Brothers &amp; Sisters Brothers &amp; Sisters in-law</p> <p>Children Nieces &amp; Nephews Aunts &amp; Uncles Cousins</p> <p><b>WHO DO I KNOW FROM...?</b></p> <p>Bed &amp; Breakfast Bowling Camp Car Wash Church Clinic College Garden Center Golf Course Government Health Club High School Hospital Hotel Library</p> <p>Museum Past Jobs Pharmacy Post Office Resort Restaurant Spa Supermarket Travel Tennis Court Theatre Thrift Shop Vacations Volunteer Group Work</p> <p><b>WHO IS INTERESTED IN...?</b></p> <p>Fitness/Health Natural Products Green/Organic Family Values</p> <p>Outdoors Entrepreneurial International</p>	<p><b>WHO SOLD ME MY...?</b></p> <p>Bicycle Bed Blinds Camera Camper Car Computer Copier Cosmetics Clothing Dry Cleaning Exercise Equip. Eye Glasses</p> <p>Fence Flowers Formal Wear Furniture House Insurance Jewelry Mobile Phone Pets Shoes Skin Care Tires</p> <p><b>WHO IS MY...?</b></p> <p>Accountant Aerobics Instructor Antique Dealer Appraiser Architect Attorney Babysitter Banker Barber Beautician Bookkeeper Bus Driver Business Owner Butcher Carpenter Carpet Cleaner Caterer Chiropractor Consultant Dentist Dermatologist Dietitian Doula Electrician Engineer Facebook Friend Farmer Financial Planner</p> <p>Flight Attendant Gardner House Cleaner Interior Decorator Massage Therapist Nurse Nutritionist Office Cleaner Ophthalmologist Painter Pharmacist Photographer Physical Therapist Physician Piano Teacher Plumber Police Officer Psychologist Publisher Real Estate Agent Recruiter Reporter Retired Executive Sales Rep Security Guard Telemarketer Veterinarian Yoga Instructor</p>	<p><b>NEXT STEPS:</b></p> <p>As you continue adding to your Names List, consider different ways you can categorize your prospects, allowing you to better predict interest and potential engagement and refine your approach for each individual.</p> <p>One way to sort your list is to ask yourself the following questions:</p> <p><b>Customer:</b> Who needs solutions or is open to natural healthcare?</p> <p><b>Sharer:</b> Who would host a great class?</p> <p><b>Builder:</b> If I could do business with anyone, who would it be?</p> <p>Consider making three columns to represent these categories on the left side of your Success Tracker. Make tally marks in the appropriate column for each prospect. Utilize the bullet points in the orange box on pg. 15 of the Launch guide to help better identify potential builders, or those with a higher capacity for success. Remember, strong builders can also be found among those with fewer tally marks. Desire, capability, and commitment are the most critical qualifiers in a potential builder.</p> <p>An additional way to identify how to approach a prospect is to record in the Notes portion of your Tracker what you know to be their biggest "pain" point (e.g. health or wealth priorities).</p> <hr/> <p>Consider ways to connect and structure people. You can build legs where people have things in common (e.g. family leg, geographic location, community associations).</p>
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Use the **Memory Jogger** to expand your contact list.

<https://media.doterra.com/us/en/brochures/memory-jogger.pdf>

When you feel someone resist because of network marketing and their judgement of that and perception of what network marketing means, remember this, **network marketing is just another way to distribute product.** That's it! This normalises it and makes it more relatable. It gives meaning to network marketing by simplifying it.

Use your Names List (from Build and Share guides) and track your PIPES activities with your top 25 prospects. <https://media.doterra.com/us/en/flyers/success-tracker.pdf>

The Freedom List Tracker... how can I best serve? Take time to connect and listen. Ask lots of questions, let them share their story with you. Be present. Be empathic. Be real. Serve to meet their challenges with a view to help free them from their pain.

# Success Tracker

Use your Names List (from *Build* and *Share* guides) and track your PIPES activities with your top 25 prospects. Search your phone contacts and social media friends for ideas of who values health, purpose, and freedom. As new people come to mind and into your life, add them to your list to keep up the flow.

Start sharing and inviting, and as prospects enroll, onboard them successfully as a customer or builder. Identify prospective builders who stand out as those with higher capacity for success (see page 15).

		Goal: 45+ 30+ 15+ 15+ 3+ 1+						
		P	I	P	E	S		
		Connect	Share & Invite	Present	Enroll	Lifestyle Overview	Business Overview	Track: On-view with launch
Name	Notes							
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 Print additional copies in the [Empowered Success Library](#) at [doterra.com](https://doterra.com)

PREPARE

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Your Freedom list is going to enable you to remain mission focused as you touch people, transform their lives and help free people from the matrix. Whether it is reducing the toxic load or empowering them on their sovereignty, living financially liberated, your courage will create a cascading effect for lasting change across the globe. Never underestimate the power of plants, mission and a servant heart.

## YOUR FIRST STEPS TO START EARNING AN INCOME WITH DōTERRA

Complete the following tasks to get yourself started out on the path to success.

### STEP 1: WRITE YOUR MEANINGFUL GOALS & INTENTIONS IN DōTERRA

What would you like to create with your dōTERRA business in the next 90 days, 180 days, and over the next year? Work with your Enroller to record your goals so they can help you achieve them.

Ensure they light you up and sing to your heart. Align them with daily, intentional action.

### STEP 2: SET UP A QUALIFYING LOYALTY REWARD ORDER OF AT LEAST 125PV

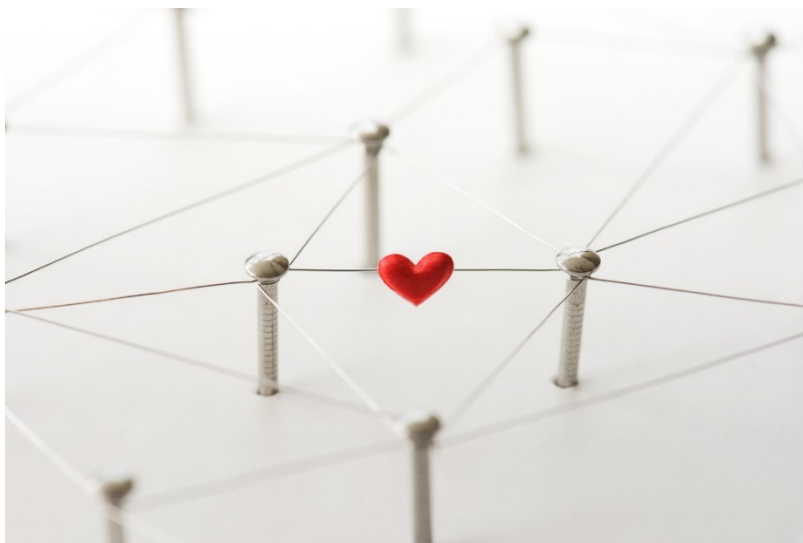
- Have this set to run **no later than the 15th of the month**. This will qualify you for all the benefits of membership including earning free product credits (Loyalty Reward Points), commission cheques, rank qualification, incentive trip and convention qualifications, and Free Product of the Month (POM).
- We recommend getting everyone on LRP to set their order in the 1<sup>st</sup> week of the month.



**Error! Hyperlink reference not valid.** <https://media.doterra.com/au-otg/en/flyers/loyalty-rewards-program-flyer.pdf>

### STEP 3: MAKE A LIST OF AT LEAST 200 PEOPLE

These are 200 people that you have a personal connection with. If you can, think of the most influential people that you know.



**Grab your oils and share them!** Get the oils and get it to the next person and the next person and the next person and the next. Do this daily, weekly, intentionally and joyously. For rank, keep doing this, just do it faster!

*Expand your Contacts*

If you could do business with anyone, who would that be? Get clear on this. Approach them. Not to *get* something, to **connect**. Invest your time and energy in listening, getting to know them, understand them. Don't mention dōTERRA until they ask! Don't fire hose them with you, you, you, listen to them and let them share about themselves. The conversation will naturally turn when the timing is right.

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Who do you know who needs dōTERRA? Do not judge or make assumptions or decide for them. Never buy with your own wallet or make assumptions based on your beliefs of who you 'think' will want to buy them. Just list who needs them and sample to meet that need.

.....  
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.....

Who do you know that is open to natural healthcare?

.....  
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.....

Use the following to help jog your memory to brainstorm your list of 200+ people:

Tip: keep your list in one place so you can grow and expand it. A notebook, Excel spreadsheet, Evernote. You can add contacts when you are out and about to your notebook (carry a small one with you) or in the "Notes" in your phone. Remember to **always obtain their details**, don't just give your card/number and hope for the best!

<p><b>FAMILY</b></p> <p>Parents Grandparents Brothers Sisters Aunts Uncles Cousins Brother-in-Law Sister-in-Law Kids</p> <p><b>WHO HAS INTERESTS/EXPERIENCE IN:</b></p> <p>Fitness/health Natural Green/Organic Family values Outdoors Entrepreneurial International</p> <p><b>WHO IS AN:</b></p> <p>Accountant Aerobics Instructor Antique dealer Appraiser Architect Attorney Babysitter Baker Banker Barber Beautician Bookkeeper</p>	<p>Business Owner Butcher Carpenter Carpet Cleaner Caterer Chiropractor Consultant Dentist Dermatologist Dietician Doula Electrician Engineer Facebook friend Farmer Financial Planner Flight Attendant Gardner Interior Decorator Massage Therapist Nurse Nutritionist Office Cleaner Ophthalmologist Painter Pharmacist Photographer Physical Therapist Physician Piano Instructor Plumber Police Officer Psychologist Publisher Real Estate Agent</p>	<p>Reporter Retired Executive Sales Rep Security Guard Telemarketer Veterinarian Yoga Instructor</p> <p><b>WHO SOLD YOU YOUR:</b></p> <p>Bicycle Bed Blinds Camera Camper Car Computer Copier Cosmetics Clothing Dry cleaning Exercise equipment Eyeglasses Fence Flowers Formal wear Furniture House Insurance Jewellery Mobile phone Pets Shoes Skin care Tires</p>	<p><b>WHO DO YOU KNOW FROM:</b></p> <p>Bed and Breakfast Bowling Camp Car wash Church Clinic College Garden centre Golf course Government Health club High school Hospital Hotel Library Museum Past jobs Pharmacy Post Office Recycling centre Resort Restaurant Spa Supermarket Travel Tennis court Theatre Thrift shop Vacations Volunteer group Work</p>
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Remember this (especially if you are resistant to creating a Names/Freedom List): You are going to be consciously sampling from the time you begin your doTERRA business and throughout the entire journey. To do this successfully you need people to sample and to serve. The Names List is a powerful tool of transformation for the servant hearted leader and Soultrepreneur.

Keep in mind that the most successful leaders in doTERRA, on average, fall into 90% of the following categories: (source: Allyse Sedivy)

- Female
- Aged 30-55
- Has money/time/purpose/need
- Influential
- Interested in natural things
- Entrepreneur/has business/sales experience
- Has a supportive partner

## STEP 4: SCHEDULE YOUR FIRST CLASS/GIVE SAMPLES

Organise this with your upline sponsor/enroller to get your business going and learn how to present and enrol. Invite people that you know, and your sponsor/enroller will teach the class for you online or in person. One-on-one get togethers are also a highly successful method for those of you who enjoy more intimate connections.

**READ:** Share Guide (Hosting Overview)

[https://www.doterra.com/AU/en\\_AU/empowered-success-share](https://www.doterra.com/AU/en_AU/empowered-success-share)



## STEP 5: GET THE TOOLS TO SHARE WITH OTHERS

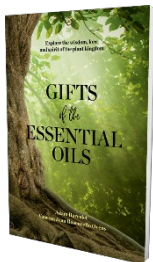
It is most effective to introduce others to the concept of essential oils if you have some oils to share as samples.

We highly recommend you purchase the **Empower Kit** from dōTERRA. This is your complete tool kit to run an essential oil class simply and effectively.



### *GREAT BOOKS FOR CLASSES & EVENTS*

#### **Gifts of the Essential Oils**



by Adam Barralet and Vanessa Jean Boscarello Ovens

<https://www.adambarralet.com/offerings-from-adam-shop>

Another book to consider is **Essential Emotions**, which can also be purchased through AromaTools.



**My Essential Life** book can be purchased in Australia at <https://australia.oillife.com/> .



## GREAT APPS

**EoEbooks**

<https://apps.apple.com/au/app/eoebooks/id1264769388>

**Essential Emotions**

<https://apps.apple.com/au/app/essential-emotions/id1147824917>

## SOME SAMPLING RESOURCES

**WATCH: Vanessa Jean - Sampling for Success**

Vanessa Jean demonstrates how to sample for success; connecting people with dōTERRA essential oils and products in a meaningful and personal way.

<https://youtu.be/j8ztun0Bltc>

**WATCH: The Power of Samples, Follow Ups and Inspiring Others to Join Your Tree**

<https://youtu.be/ugucXjIBDjw>

**WATCH: Sharlene Suttar - Essential Oil Touch Points**

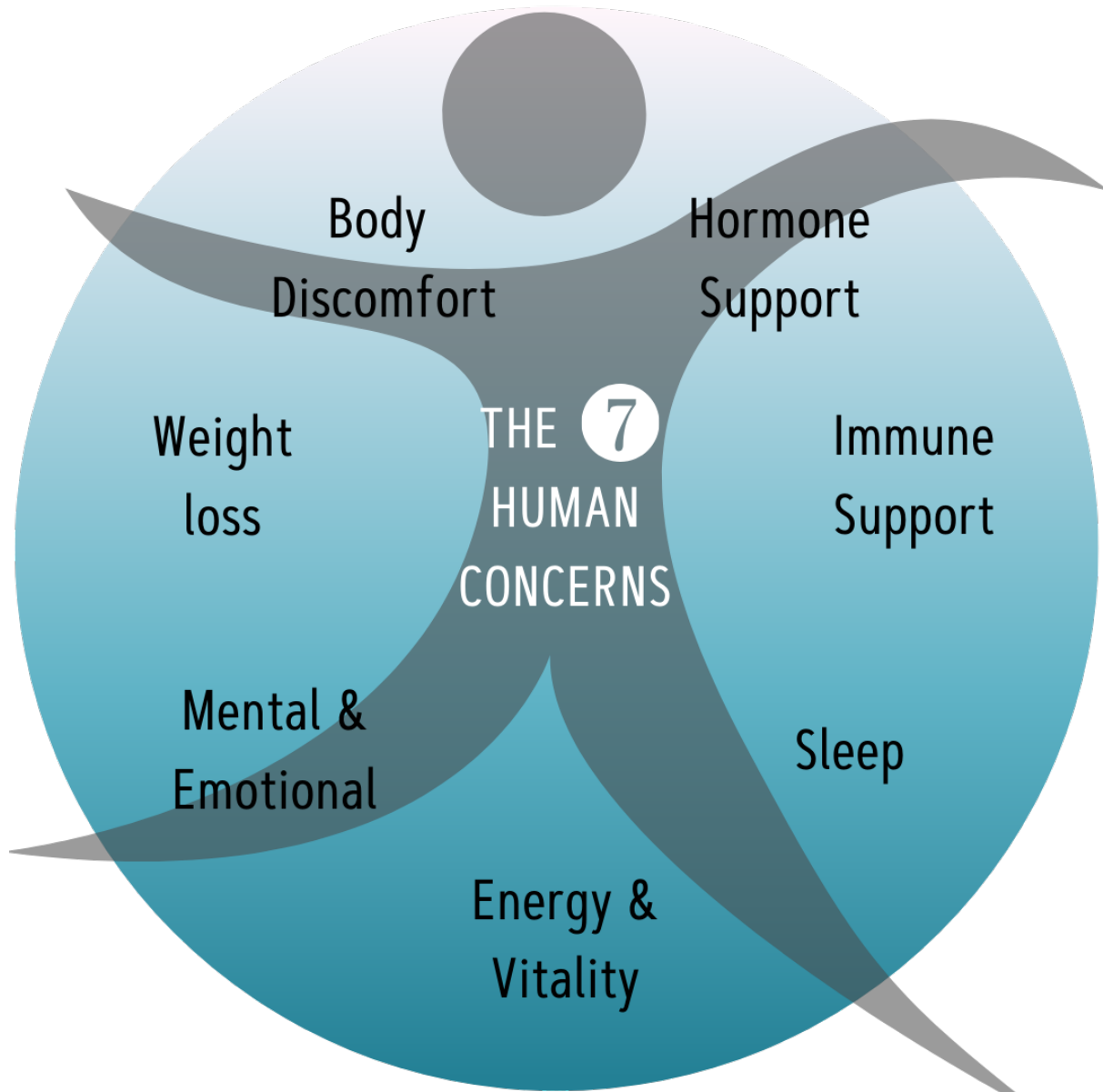
Sharlene Suttar demonstrates how she creates essential oil touch points in her daily life. With Vanessa Jean Boscarello Ovens.

<https://youtu.be/GzFAFDx9iyM>



## THE 7 AREAS OF HUMAN CONCERN

Sampling and presenting to meet the 7 basic areas of human concern.



## STEP 6: PLUG IN AND GET CONNECTED FOR HELP AND SUPPORT

**For anyone in Team Alchemy:** get connected to our **Facebook community** so you can ask questions and get to know others that are sharing as well. Join our weekly team calls and as a leader create your own weekly calls when it feels right. Attend monthly trainings in your area and seek guidance from an active upline at least weekly. If you need help, you reach out to us on the Team Alchemy Biz Leaders Facebook group.

Join us and your team to our customer support group, Team Alchemy Essential Living and have them receive the Welcome series – a series of emails and videos “Getting Started” that helps create new habits, rhythms and routines in dōTERRA.

Connect in with your upline’s community and as you grow larger into Diamond and above, you will likely create your own. In the meantime, lean into what is there. This way your time is invested on what grows you and your business.

## STEP 7: 2X2X2+1 – THE SUCCESS FORMULA

**Back to basics – keep it simple, keep it consistent. This is what grows your business.**

It is invaluable to follow the 2x2x2+1 guide:

- 2 new contacts daily
- This is your lead generation activity
  - Remember – don’t just give your business card, get their contact details and add to your ever-growing Freedom List
- 2 follow ups daily
- 2 classes/workshops weekly
  - These can be classes, gatherings or one-on-ones (keep in mind that one-on-ones are highly effective, and that growth can be slower as you don’t have the numbers you would in a class). Two one-on-ones per week will see you enrolling and engaging new customers and builders in a powerful way. Ask your one-on-ones to bring a friend where appropriate
- 1 monthly team event

**This is a minimum to reach Diamond in 2 years.** Two contacts per day is the minimum amount needed to create momentum, 7 days per week to create a habit. This will give you an average result. Less than 2 per day will yield a below average result and 3 or more per day will give you above average results.

**Remember: be mission focused.** Feel it in your heart daily, your Why. Remember. One big picture of Why you are here in and dōTERRA's mission. This will ignite your flame and give you the energy and impetus to move forward. It's powerful and is the difference with those who succeed into the higher ranks and Founders places in dōTERRA around the world.

**Your results and your rank are directly related to your input or performance.** You cannot have above average results with below average input. If you want **above average results**, you need to put in **above average 'work'**. This will establish a momentum that will propel you and your business forward. This will lead to outstanding results as you reach more people and inspire your leaders to be the best they can be because you are working on being the best you can be to serve the highest good of all concerned. **Remember, be the leader you want your leaders to be!**

For instance, if you would like to achieve the rank of Diamond in one year, this is an above average result here in Australia, so you need to CONSCIOUSLY and conscientiously strive for above average performance.

**Sample, sample, sample** – give them the experience they need that will make a difference. Get your oils out and onto people: Symphony of the Cells, AromaTouch Technique, get oils to the next person and the next and the next and keep doing that!

Fear never takes over – your vision conquers all fear. When fears arise, you are better equipped to deal with them with regular mentoring calls, meetings and actions that instigate growth rather than stagnation.

- **Set up 10 x 10 texting**
- **Join weekly team calls with your uplines**
- **Create space every day to reconnect with your vision and your why**

If you contact 2 people every day you will reach their contacts; when they book a class with you then their contacts invite you to a class at their home and all of a sudden your 1 contact becomes 20, just like that! 10 people per workshop, at least 1 will want a workshop – at a minimum. Often it is more.

See part 2 of this manual for booking classes from classes.

*Your skill in following them up and your consistency with holding 2 classes/meetings per week will see you reaching so many people.*

Why 2 classes or meetings (one-on-ones)? Note: when inviting, use any word that resonates you, for example gathering, sister circle etc.

We like to guide our leaders to have 1 class (minimum) per week open to everyone, new and existing. These are designed to teach newbies how to use the oils and products and to enrol them in their own wholesale account. They are also intended to generate more interest and more workshops, and more sharers, builders and leaders as well as increase retention (LRP). The second workshop per week is designed as a follow up – this can be in your home or for those you did workshops for. The intention is for them to come with their own oils, to show them how to use them, introduce new oils and have fun. They can be themed, and newbies can come and join in and learn how to use the oils and enrol here as well. This covers LRP and new enrolments in a more 'niche' way. These classes sing to the pain point and 7 human needs in a simple and catchy way. Play with themes and titles to magnetise people to you.

Maintaining this momentum enables you as a leader to keep enrolling; this is very important for your ongoing success, not just for the great fast start you will earn, also for the motivation and inspiration you will give to others. As you continue to enrol, it gives you more flexibility with placements. What do you need and where? Which legs, or branches of your tree need fortifying, where can you support Power of Three, where can you help a new builder to grow? Your business will be inspired and want to follow suit. Your empathy with them will be maintained as you are 'working the field' as well. You will never run out of people to contact; you have your list of 100 - 200 people to refer to (which is ever-growing as you connect and enrol) and more than that – you will have all your referrals. You will have your followers on your social media pages. You can follow up the draw entry forms. It is a delight to have so many to reach out to! We just need more hours in the day to reach them!

In addition to these 2 workshops are the workshops you are holding for others, where you go to their home with their contacts, to fairs and other events. Create gatherings that draw your tribe to you, they will bring their buddies and together you will thrive as you serve your customer base and business leaders.

The 1 monthly team events allow all teams to come together and support each other and provides opportunities for new people to come along and experience dōTERRA.

The other benefit of 'the list' is that it highlights to you who you would like to work with forever. You can ask yourself "*Whom do I feel would make a great sharer/builder/leader?*" Each of these is different and each is so valuable.

You can break your list down using any keys you like, for example:

- **Male**
- **Female**
- **Has money/time/purpose/need**
- **Age**
  - **20-34**
  - **35 – 55 (etc.)**
- **Has business/sales experience**
- **Humanitarian**
- **Entrepreneurial/Soulpreneurial**
- **Interested in natural lifestyle**
- **Influencer**
- **Has a supportive spouse/family**

Also decide for each, are they need, product or a business focused approach.

Use this breakdown to help in the way you connect and how you choose to lead; product, opportunity, the cause/mission.

## THE WHOLESALE CUSTOMER

**Definition:** A consumer who has no intention to share or build at this time but can be upgraded to a Wellness Advocate at any time with a 2nd 14-day move option.

### Both Wholesale Customers & Wellness Advocates

- Pay the \$35 enrolment fee (unless purchasing an enrolment kit)
- Pay the \$25 annual renewal fee (and receives a free 15ml Peppermint essential oil)
- Qualify for wholesale prices (25% off retail)
- Earn Loyalty Rewards Points (LRP) and Shipping Rewards Points (SRP)
- Are eligible for monthly product promotions

### Wholesale Customers ONLY

- Don't have to give their social security number or other tax information required from different countries (for USA residents)
- Cannot qualify for bonuses or commissions
- Cannot resell product or enrol other customers
- Cannot have a downline
- Will not have a personal website
- CAN manage their LRP's and orders online

Note: in the U.K., any enrolment order over \$200 must begin as a Wholesale Customer. Be sure to check the requirements for your market.

Upgrading to a Wellness Advocate is FREE and easy to do.

All personally enrolled Wholesale Customers will count for your Power of 3 and Fast Start bonuses as well as rank qualification volume.

## THE SHARER

They want to use the oils and share a little with friends and family. They are excited by the dōTERRA products and their enthusiasm washes over others. They may send samples, mostly they talk about it and share their own supplies as they feel comfortable. This person has the potential to cover part or all their monthly dōTERRA order.

They are product users and are valuable to your growth, the OV, and to your happy heart knowing you are reaching so many, they are inspired and confident to use the oils and dōTERRA products.

The sharer is not someone you want to build under unless they indicate that they would like this to happen and hold a 100PV order. Do not build under 'potential' build only with those actively sharing,

building and working their way to leading. It can be tempting in our quest to co-create a thriving enterprise, and to help others create residual income alongside us. Not everyone wants what you want. Not everyone is ready. Build with those who are a Yes! Allow those who wait to be customers and casually share to be just that until they say Yes! To more. You can periodically check in with them. Revisit the 3 pathways. Give them permission to change their mind and co-create miracles with you. Open the door and invite them without force – they will say Yes or No. It's up to them not you.

**Tip:** For those that need a business focussed approach, also reach out for referrals. It may not be for them, but they may know others who would love this. Organise a 3-way call.

## THE BUILDER

They want to share and build a business under them. It begins with workshops and them attending events. A little tree begins to bloom under them, and they become excited and want to do more. The builder is consistently working toward sharing the products with as many people as they can; they are giving samples; they are taking the initiative with one-on-ones and other events. They are on 100+ LRP (loyalty rewards program – monthly ordering). They are using the dōTERRA products. They have foresight, plan, and put the wheels in motion. They are a **Yes!** And ready to co-create **with** you. You don't do it for them, you do it **with** them. Mentoring, assisting, guiding them along their journey.

*The difference between a sharer and a builder is a choice.*

## THE LEADER

They want to share and build a big business. They see the vision and big picture, they are in for the long haul, they are consistent, they are a Yes! They are actively sharing and holding workshops and events. They are reaching out to the community via social media, one-on-ones and other means to reach varying networks. They are using the dōTERRA products every day! They are inspiring others to share, build and lead. They have an LRP of 150PV minimum every month and are working toward POWER OF 3 (PO3) bonuses and rank advancements. They are actively **doing** what they are training their team and upcoming builders to do.

The leader holds workshops for themselves and their team and for other teams. They inspire and delight their audiences and consistently strive toward learning more and being the best they can be. They are holding, assisting or supporting at 2-3 workshops per week, they are actively enrolling and helping others to enrol. They are training others to be great builders and leaders.

A leader understands the mission of dōTERRA, is clear on their purpose to share this mission; to 'pursue what is pure', as well as Co-Impact Sourcing initiatives and Healing Hands projects. A leader attends and invites their team to Convention, Leadership incentive trips and events within their market set by corporate, their uplines and they are inspired to hold and co-run events with their team and the wider community.

Leaders are an inspiring example and light in the community because they live the way of the Soulpreneur and embody service. They succeed because they care and actively partake in the basics, daily.

Note: Diamonds and above are invited to attend sourcing trips and this inspires their team members to dream big into the higher ranks. Service trips light people up. People naturally want to help and make a difference in the world.

**Let's be the difference and shine so brightly that others do the same. Be bold, lead courageously. Encourage all to dream big and guide them with how to make their dreams reality!**

## RANKS, PLACEMENT & STRUCTURING FOR SUCCESS

Understanding ranks and how your placement decisions can affect your rank advancements.

WELLNESS ADVOCATE	On Enrolment
MANAGER	500 OV
DIRECTOR	1000 OV
EXECUTIVE	2000 OV
ELITE	3000 OV
PREMIER	5000 OV
	WITH 2 EXECUTIVE LEGS
SILVER	3 Elite legs
GOLD	3 Premier legs
PLATINUM	3 Silver legs
DIAMOND	4 Silver legs
BLUE DIAMOND	5 Gold legs
PRESIDENTIAL DIAMOND	6 Platinum legs



## BELIEF SUMMIT

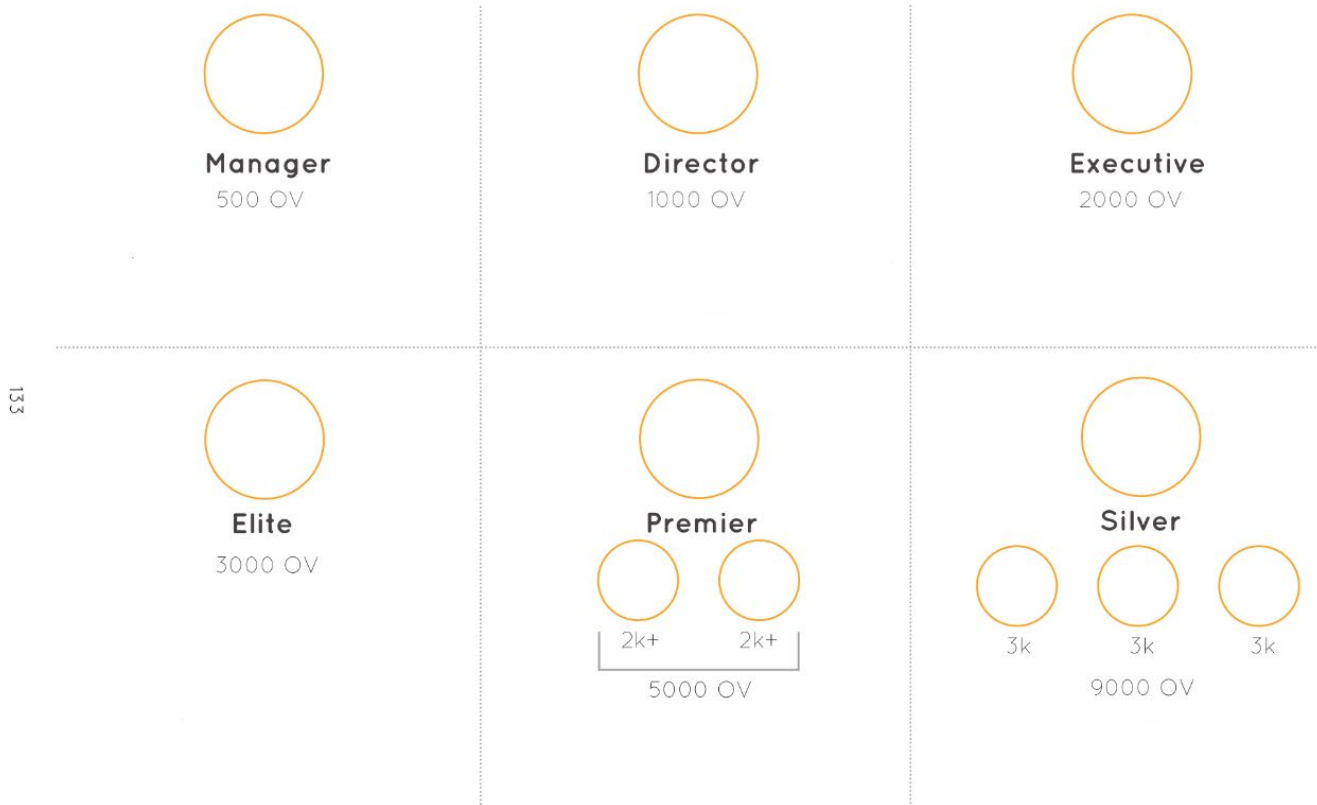
Study this summit. It is genius. It will assist you on your journey and gift you extra tools as you guide and mentor them with compassion and deeper understanding. <https://sharesuccess.com/library/#/>

**SUCCESS summit**

- Build Belief in the Product**
  - With **courage**, share experiences. Invite to change lives.
  - To attain & sustain the rank of *elite*
- Build Belief in the Company & Opportunity**
  - With **integrity**, present the message. Grow trust to enroll.
  - To attain & sustain the rank of *premier*
- Build Belief in You**
  - With **commitment**, model success habits. Solidify certainty.
  - To attain & sustain the rank of *silver*
- Build Belief in Your Builders**
  - With **love**, transfer vision. Nurture a team culture of duplication.
  - To attain & sustain the rank of *gold*
- Build Belief in Your Team**
  - With **gratitude**, expand community & leadership. Amplify momentum.
  - To attain & sustain the rank of *platinum*
- Build Belief in Your Why**
  - With **diligence**, inspire & lead a movement. Multiply abundance.
  - To attain & sustain the rank of *diamond*
- Build Belief in Your Influence**
  - With **humility**, infuse passion for purpose. Cultivate empowered leaders.
  - To attain & sustain the rank of *blue diamond*
- Build Belief in Your Legacy**
  - With **charity**, seek to liberate. Live to serve & transform the world.
  - To attain & sustain the rank of *presidential diamond*

**BELIEF + ACTION = RESULTS**

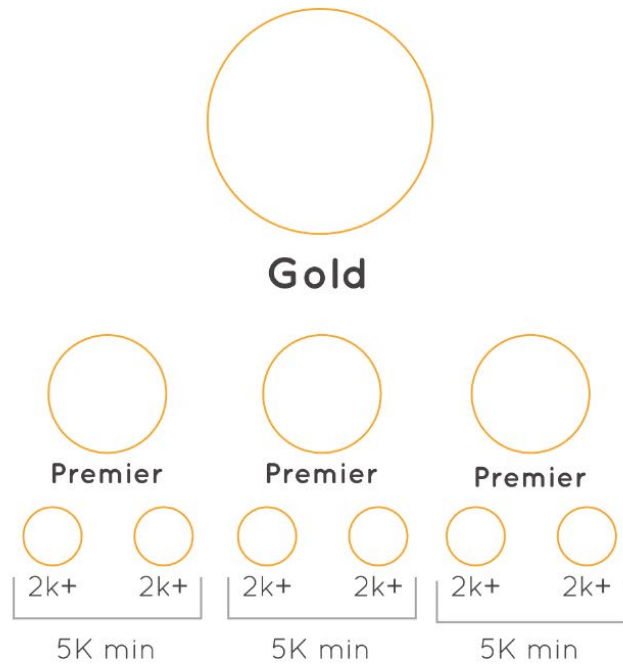
**RANK PLANNER** 



Your own earnings will be based on your performance.

**RANK PLANNER** 

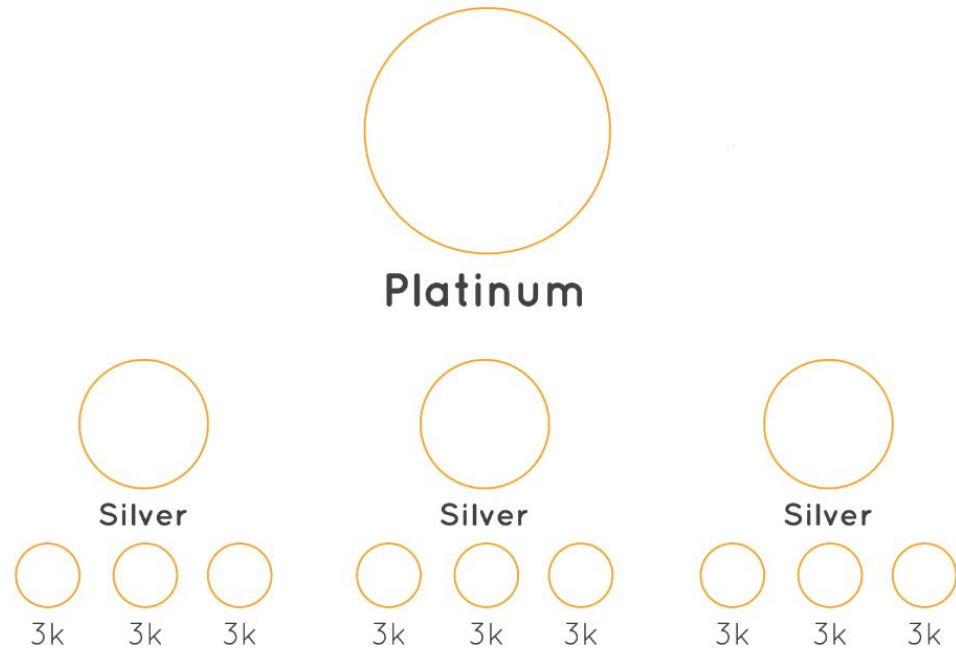
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Your own earnings will be based on your performance.

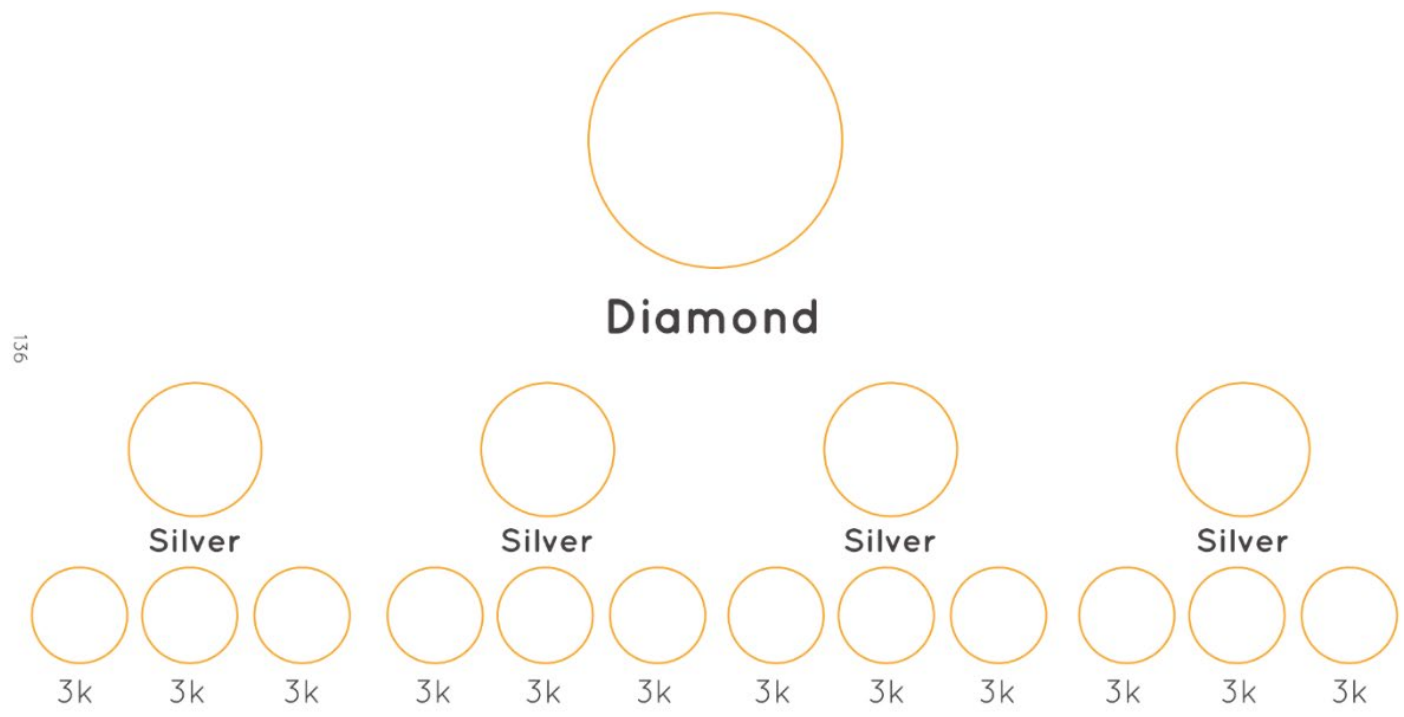
**RANK PLANNER** 

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Your own earnings will be based on your performance.

**RANK PLANNER** 



136

Your own earnings will be based on your performance.





## TIME TO RANK AND AVERAGE INCOMES

Rank	Weekly Time Spent to Reach Rank	Time to Reach Rank	Weekly Time Spent to Maintain Rank	Average Monthly Income	Expected Income when NEW to Rank
Elite	8 hours 15 hours 20 hours	6 months 2 months 1 month	8 hours	\$304	\$300 - \$800
Premier	15 hours	3-6 months	10-15 hours	\$742	\$600 - \$1,000
Silver	25 hours	13 months	15-20 hours	\$2,198	\$1,200
Gold	35 hours	15 months	25-35 hours	\$4,781	\$3,500
Platinum	35 hours	23 months	25-40 hours	\$9,392	\$6,000
Diamond	40-60 hours	24 months	40-60 hours	\$16,733	\$8,500
Blue Diamond	40-60+ hours	36 months	20-30 hours	\$37,758	\$22,000
Presidential Diamond	40-60+ hours	48 months	10-20 hours	\$110,083	\$60,000

(Reference: Allyse Sedivy training, based on USD)

## RANKING

- **You can ONLY rank on personally held enrolments**
- That's why it is important to teach, share and hold classes for people **you have invited**
  - If you teach at a class for another Wellness Advocate and they have personally invited all the people there, they will hold all the enrolments
- **Make sure your loyalty rewards order is ALWAYS set at 100+PV**
- You do not have to hand over an enrolment. If you do, it is a gift to someone who has proven themselves in the business and where such a movement benefits the higher good of all concerned.

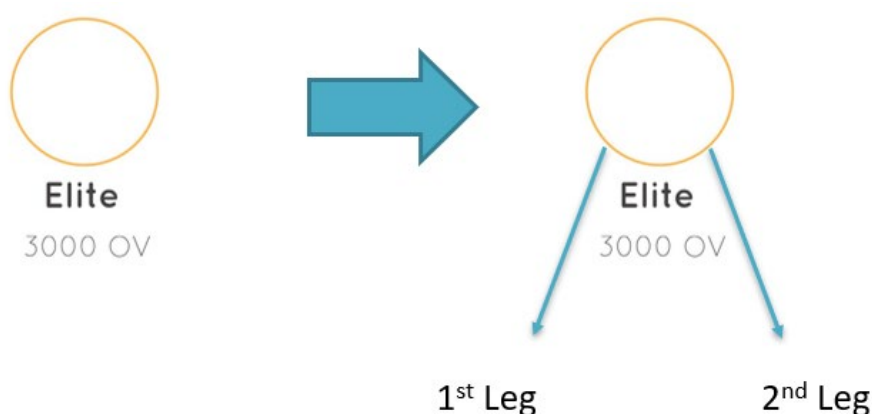
### Wholesale Customer

They qualify for your PO3 and Unilevel is still paid on their orders. They cannot have anyone enrolled below them and they can't earn commission.

## RANK PROGRESSION – WHEN TO IDENTIFY AND BUILD YOUR NEXT LEG

### ELITE

Start your Elite journey with 2 legs so you can run.



Ideally, when we start out a new active sharer or are beginning ourselves, we would aim to build to Elite level with 2 legs so that as soon as we have made it to Elite we are structurally set up with 2 personally enrolled people at the head of 2 teams so that we only need to grow them to 2000OV each with an overall volume of 5000 to advance to Premier and be getting paid unilevel commission at 6 layers deep.

It is at this time we would be looking to identify and enrol our 3rd leg that we could begin to support to Elite so that we have three legs set up to move to Elite with 2 legs each. This strategy also sets you up for a seamless transition from Silver to Gold.

Remember: to achieve any rank in doTERRA, you can create and duplicate creating Elite = rank advancement.

It begins with you:

1. Elite
2. Teach others to achieve Elite
3. Teach them to teach others to achieve Elite

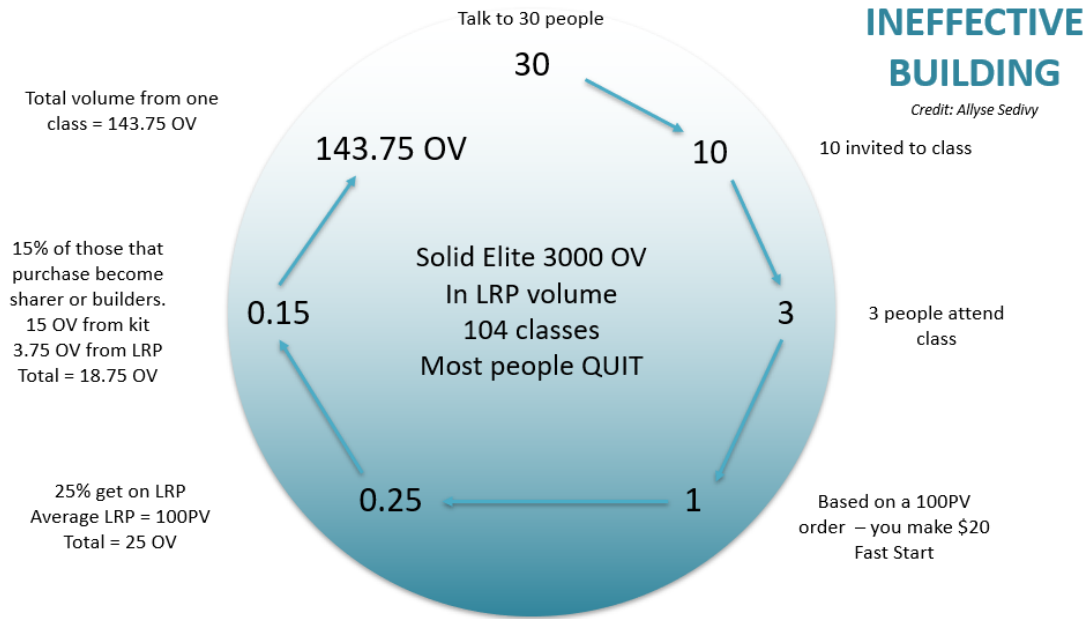
*(credit: Allyse Sedivy)*



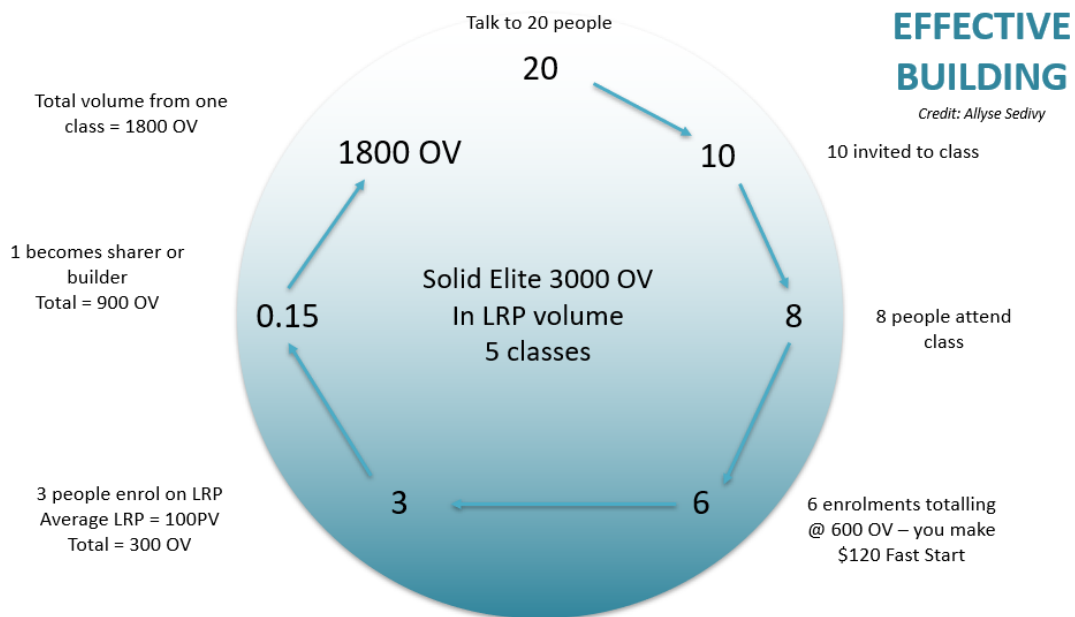
### **Keys to expanding to Elite in 6-8 weeks**

- Book classes
- Book a minimum of 2 classes from each class
- Host classes over a mixture of times; evening, daytime for mums and kids at school and weekends
- Schedule 3-way business calls from classes, one-on-ones

*INEFFECTIVE BUILDING (ALLYSE SEDIVY)*



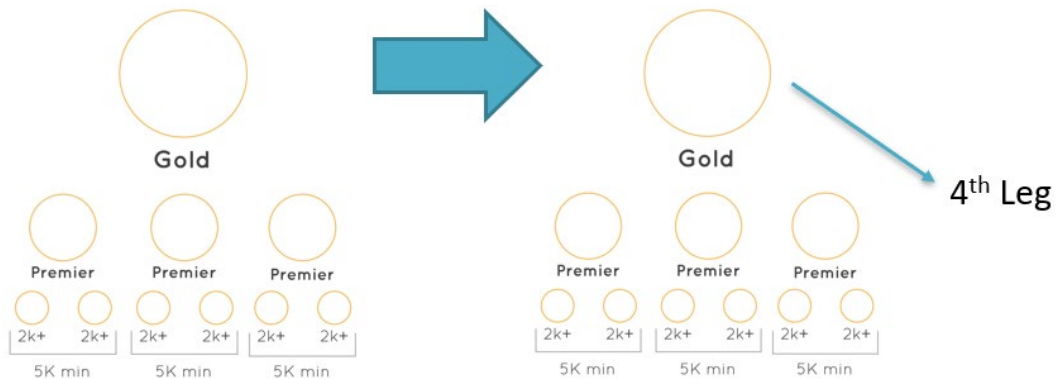
*EFFECTIVE BUILDING (ALLYSE SEDIVY)*



**WATCH: 6 Weeks to Elite Sep 2019**  
Watch Allyse Sedivy Teach How to Get to Elite in Just 6 Weeks.  
[https://youtu.be/\\_IGUSHYA9CQ](https://youtu.be/_IGUSHYA9CQ)

*GOLD*

Start looking for your 4<sup>th</sup> leg now – don't wait until you reach Platinum.

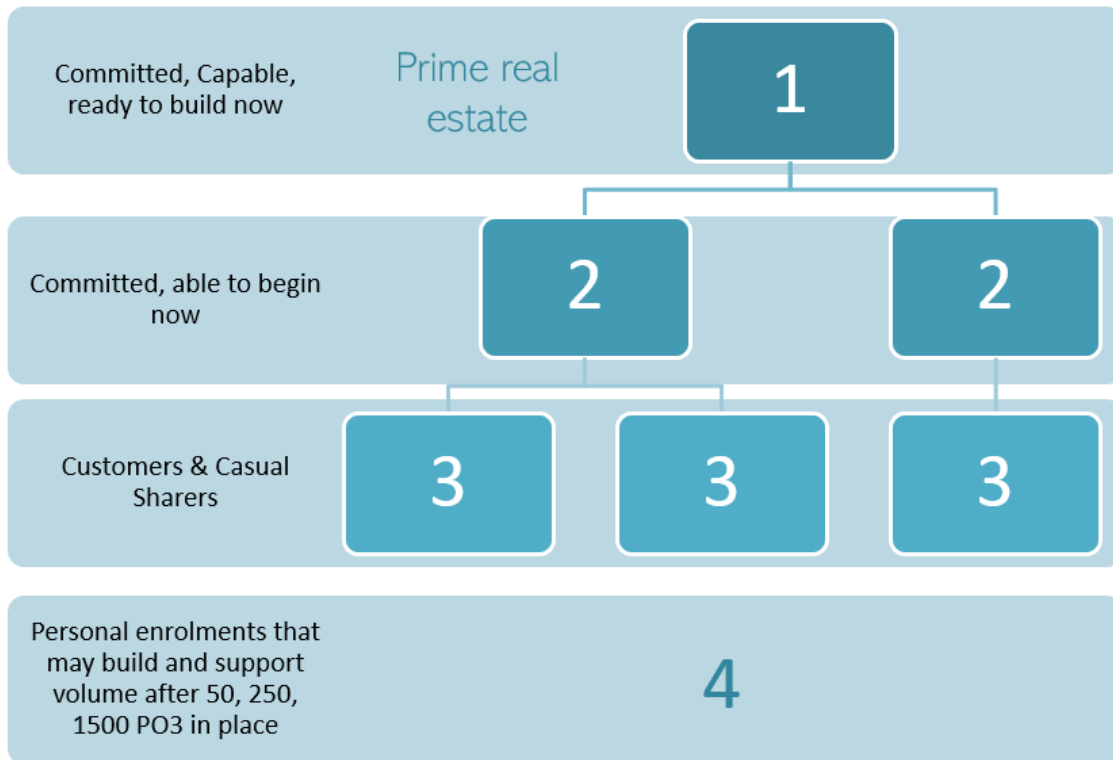


From the point of identifying your 3<sup>rd</sup> leader at Elite, it is ideal to look for the next ranking leg required 2 ranks before you need it. E.g. Look to start out your 4<sup>th</sup> leg for Diamond when you reach Gold and your 5<sup>th</sup> leg for Blue Diamond when you reach Platinum. In this way, you are not spreading yourself too thin with placing your personal enrolments, nor are you having to exhaust yourself mentoring and training too many people at once for the time you have available.

This is a good guideline to follow to not overwork yourself and promotes regular progression and the consequent inspiration to continue in those below you in your team. There will always be exceptions and if you meet someone you feel certain is front line material, then seek guidance from a Diamond upline who has a lot of experience to draw on and they can assist you in making a good decision. It can be easy to 'want it for them' or to believe what we want to hear, not hear what they are saying. Be mindful and listen.

Listen with the 'ear' within your hEARt.

## PLACEMENT TIPS



For sustainable and long-term growth, to truly create residual income and time freedom (whatever that means for you) when you place, be intentional. It is important for you to know what your life would look and feel like, if you had time freedom born from a sustainable business that brings in residual income i.e. you can earn \$ while you sleep – it keeps growing even when you take a moments respite. It's not passive. There is nothing passive about this. It is the creation of a healthy pipeline.

So, do not rush; don't rush for rank or PO3, you can stuff up your structure or sustainability of your tree long term. Have at the top of your tree (level 1) those that are a YES – they are committed and capable, able and willing to begin now with you.

Use the 14 days to ascertain commitment level and capacity. Are they doing what they say they will do?

### **Make smart decisions about your business – you are the C.E.O.**

Your front line is “prime real estate”. These are the souls you get to co-create with for life.

They are also a great reflection of you and who you attract.

Start as you mean to go. When people rush placements, the tree gets very messy very quickly and much of the burden falls to one person to create and sustain rank – you!

Honestly, no one has the perfect tree! We all wish we could have 24 hours to re-jig it all! It's okay, simply be mindful when placing, and speak to someone who you can bounce ideas with.

## PLACEMENTS CAN GET MESSY WHEN...

### Desperation strikes!

- Missing vital steps and making quick decisions without thinking it through
- Not visiting the 3 pathways
- Placing customers on the front line or level 2
- Making assumptions for people without having a conversation
- Not giving them accurate answers to their questions
- Giving the impression that you will grow it for them

### Placing Family or Besties on the front line that never wanted to do the business!

- This is stressful for you and them
- You do all the work
- It can create resistance and resentment both ways
- No accountability

### Placeholders

- Best not to make a habit of this!
- Do the work to actively enrol and engage in real builders. This can lead to laziness and a sure-fire way to create undue stress for yourself!

### Separating Family Members, Friendships

- Place people who know each other together
- They are already in relationship together, thus mutual friends can be placed with them, they will normally work well together

### Location, Location

- People often overlook this because of social platforms on social media
- Best to place people with similar locations where they will be best supported – people still love a real-life connection
- Give preference in placements by relationship over location

### Troubleshooting

- Be courageous; build a new leg or tap root to a shining star
- People often go with the “easy path” i.e. keep building under someone not doing anything!
- The long-term gain, from short-term pain of growing a new leg is worth it!

### **Account Transfer**

- Interview them first – like a job! It's a prime and important place, respect it
- Wait for the right person
- Get on a 3-way call if it's for one of your leaders
- Be kind to the person transferring out
- Enrolment changes / handovers
- Placement swaps / in-line swaps
- 7 signature moves
- Terminate accounts

**Tip:** Send an accompanying email with in-depth explanation and engage your account manager or Diamond+ upline to support your application.

### **Let's get clear on expectations**

It's always a **no** if:

- A move creates a new rank
- A move fills PO3
- A move is greater than 1,000 OV (realistically, anything over 500 OV is tough!)

**Teach your downline to submit their own exceptions with clear and concise explanations using phrases like:**

- They will receive greater support
- Connect with local community and events
- Mention if they know the person they are transferring to

## COMPENSATION



**WATCH:** doTERRA Compensation Plan with Paul Ovens

<https://youtu.be/HOAI-16QVgE>

US: <https://www.doterra.com/US/en/policy-manual-compensation-plan>

AU: [https://www.doterra.com/AU/en\\_AU/policy-manual-doterra-australia-sales-compensation-plan](https://www.doterra.com/AU/en_AU/policy-manual-doterra-australia-sales-compensation-plan)

### Definitions

- Monthly PV: This is your personal volume i.e. what you have ordered
- Monthly OV: This is the overall volume of your team including your volume and those below you
- PO3 Power of 3
- LRP Loyalty Rewards Program
- SRP Shipping Rewards Points
- PV Points Value
- AR Accounts Receivable – the money dōTERRA owes YOU!
- WA Wellness Advocate
- WC Wholesale Customer (cannot earn income)

*Don't talk these terms with new enrolments – they will come back with “What the ....!”*

## COMPENSATION PAYMENTS

### PAYMENTS - WEEKLY

- **Fast Start**
  - Runs Sunday to Sunday, paid each Wednesday (Thursday in Australia)
  - Why **it is VITAL to ALWAYS have an LRP sitting at 100\*PV**

### PAYMENTS - MONTHLY

- **PO3, Unilevel, Empowerment, Performance and Leadership pools**
  - Run on the 14<sup>th</sup> and paid to Australians on the 15<sup>th</sup> in AR balance... but takes a few days to hit your account

## 5 WAYS TO EARN WITH DōTERRA

### 1. RETAIL PROFIT

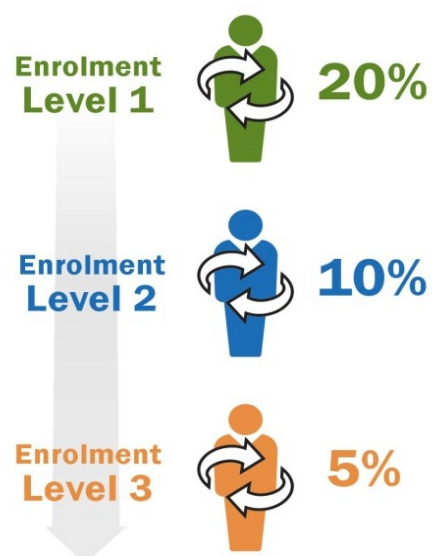
This works when you are asked by someone not enrolled as a Wellness Advocate or Wholesale Customer, if they can purchase an oil from you directly. They would make the purchase through your back office; the replicated website given to you free from dōTERRA. This customer would pay the full retail price and dōTERRA pays you the difference between that and the wholesale price (25%) as your profit margin.

The order is shipped directly to your customer's door.



### 2. FAST START

- This bonus is paid to the enrolling Wellness Advocate (WA) and the enrolling WA MUST have a **100+PV LRP** order to earn any commissions
- Remember, you can change the items on your LRP each month as well as the date and you can also have multiple LRP orders – local and international included
- Remember however – to **ALWAYS MAINTAIN 100PV MINIMUM ORDER** as Fast Start is paid weekly. Therefore, if the enrolling WA does not have an LRP template constantly set up at 100PV, they will miss out on their commissions. **Keep your template at 100PV 24/7!!**
- In short, maintain a 100+PV LRP order. If you are playing with your order and do not know what you want, just put anything on it to the value of 100PV then set a reminder on your phone or a note to change it before it ships. This is very important, and many have been caught out with this thinking it is ok to change the order and leave it below 100PV until they decide!
- % paid is on product volume of order, not the monetary value
- Fast Start is calculated on enrolments entered between Sunday to Sunday, and is paid Wednesday



# FAST START BONUS

To earn Fast Start you must:



Have a single 100+ PV Loyalty Rewards Program template

**or** NFR (overseas) and OTG (local) templates totaling 100+ PV

Have an order of 100+ PV (or multiple orders adding up to 100+ PV) **process** sometime **during the same month.**



We recommend a single 100+ PV template **AT ALL TIMES** as the very best way to make sure you always qualify for this bonus.

Fast Start on Enrolment:

Enrolment Month



A new Wellness Advocate who enrolls others will be paid Fast Start if:

- A 100+ PV template has been set up prior to the Fast Start payment date (weekly)
- A Loyalty Rewards Program template of 100+ PV is set up for the following month

Following Month



A Loyalty Rewards Program template of 100+ PV is set up and **will ship this month.**



If auditing finds that any Fast Start payment has been made and conditions not met, payments will be clawed back.

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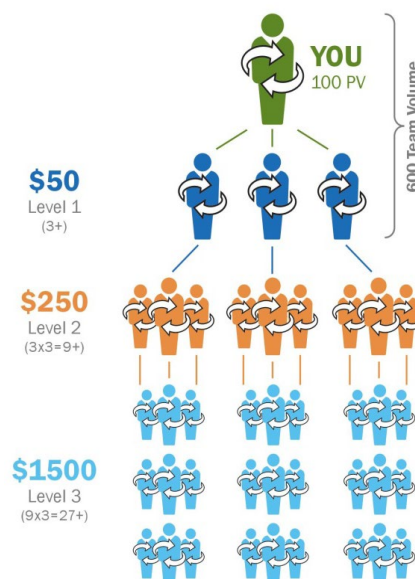
### 3. *POWER OF 3*

#### 150PV Loyalty Rewards Order each and 600 TV (Team Volume) Required

**PO3 is paid monthly.**

Therefore, we train our leaders and anyone serious in building this as a business to maintain 150PV orders every single month. There are three reasons:

1. You need 600 TV to earn the PO3 bonus.
2. When we have our quarterly 200PV specials it is easier to make the leap to a 200PV order from 150PV than from 100PV.
3. This supports higher overall volume for all teams when leaders are ordering at this level.



This bonus is a wonderful extra that you can build toward and will make a sizable difference in your monthly earnings, especially once you hit the \$250 and \$1500 earnings! These bonuses are also calculated in US dollars so after conversion to AUD it is worth even more! They make HUGE difference to someone beginning their dōTERRA journey and ongoing.

Build under the WA's who are committed to the LRP program and work from there. Sometimes we have someone enrol who loves the product and only wants to be a consumer with a monthly LRP. If this is the case, you can 'strategically' place them where you feel they will be a good fit. Think about their interests and that team leader's interests as you place. This serves everyone and may even inspire them to build too! This is where you can leverage the Wholesale Customer to help achieve PO3 bonuses for you and your upcoming leaders.

You can obtain PO3 multiple times.

- To get paid the first PO3 you need a 100PV minimum order. This gives you your \$50, \$250 & \$1500 PO3 bonus.
- To get paid the PO3 a second time you need a minimum of 200PV LRP

**Power of Three Tracker** <https://media.doterra.com/us/en/flyers/empowered-success-train-power-of-three.pdf>

#### 4. UNILEVELS – PAID MONTHLY

Unilevel Organizational Bonus (paid monthly on compressed organizational volume)												
Paid as Title	Consultant	Manager	Director	Executive	Elite	Premier	Silver	Gold	Platinum	Diamond	Blue Diamond	Presidential Diamond
Monthly PV	50	100	100	100	100	100	100	100	100	100	100	100
Monthly OV	*	500	1,000	2,000	3,000	5,000	*	*	*	*	*	*
Qualified Legs*	*	*	*	*	*	2	3	3	3	4	5	6
Leg Requirements	*	*	*	*	*	Executive	Elite	Premier	Silver	Silver	Gold	Platinum
Level 1	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Level 2		3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Level 3			5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4				5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 5					6%	6%	6%	6%	6%	6%	6%	6%
Level 6						6%	6%	6%	6%	6%	6%	6%
Level 7							7%	7%	7%	7%	7%	7%
Dynamic Compression ↑↑↑↑↑↑↑												

\*Legs must be personally enrolled. † Must be first-time qualifiers, unlimited shares. See company policies for details.

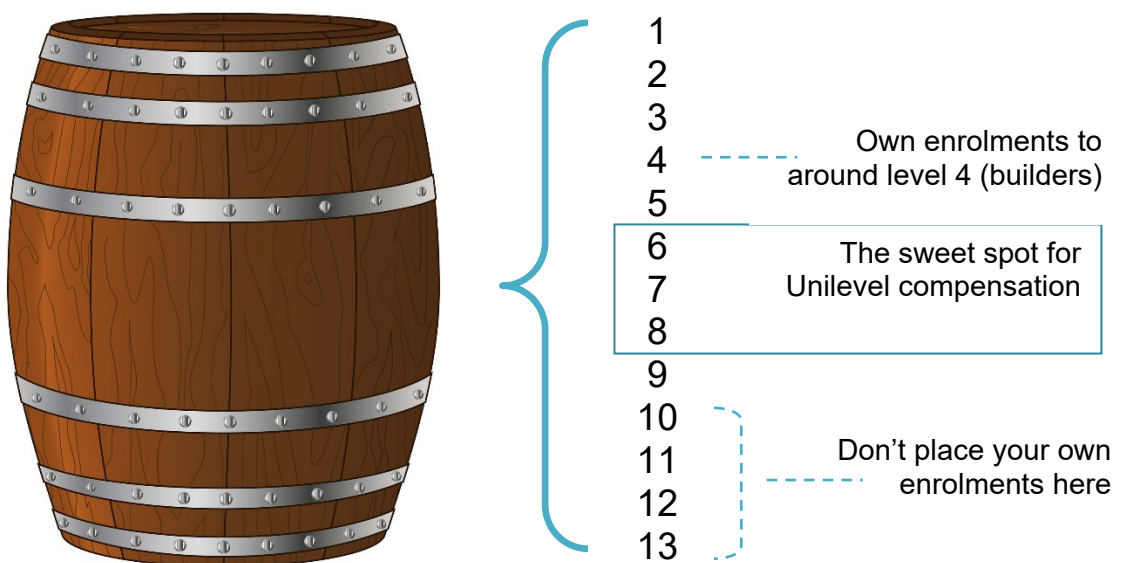
#### GETTING PAID AT YOUR RANK

**NOTE: never hand over enrolments between the end of the month and the 15<sup>th</sup> (pay day) or the 16<sup>th</sup> Australian time.** If you do, it can affect your rank and your commissions. Always talk to your upline for clarification and your account manager if you are Silver and above.

#### DYNAMIC COMPRESSION

Dynamic compression, or compressed organizational volume, means that you are guaranteed to be paid based on the first seven levels of your team. If a Wellness Advocate does not meet monthly requirements to earn Unilevel commissions on their downline, the earnings will roll up to the next qualifying Wellness Advocate.

The sweet spot, where the bulk of your income comes from for Unilevel is in levels 6, 7 and 8. It is important that you understand the value of your team growing deeper than 7 to allow for this compression.



# dōTERRA Compensation Plan: Residual Earnings

## Unilevel Organisational Bonus (paid monthly on compressed organisational volume)

Paid as Title	Wellness Advocate	Manager	Director	Executive	Elite	Premier	Silver	Gold	Platinum	Diamond	Blue Diamond	Presidential Diamond	
Monthly PV	50	100	100	100	100	100	100	100	100	100	100	100	
Monthly OV	*	500	1,000	2,000	3,000	5,000	*	*	*	*	*	*	
Qualified Legs*	*	*	*	*	*	2	3	3	3	4	5	6	
Leg Requirements	*	*	*	*	*	Executive	Elite	Premier	Silver	Silver	Gold	Platinum	
Level 1	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	
Level 2		<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	
Level 3			<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	
Level 4				<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	
Level 5					<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	
Level 6						<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	
Level 7							<b>7%</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>	<b>7%</b>	
Dynamic Compression													
<b>3% Infinity Performance Pools</b> (paid monthly on total company volume)							<b>Leadership Performance Pool</b>			<b>Diamond Performance Pool</b>			
Performance Pool Shares: Earn additional shares for each new personally enroled Elite (Leadership Performance Pool) or Premier (Diamond Performance Pool)†							# of shares	1	5	10	1	2	3
								1+	1+	1+	1+	1+	1+
								<b>2%</b>			<b>1%</b>		
<b>3% Diamond Pools</b> (paid monthly on total company volume)										<b>Diamond Pool</b>	<b>Blue Diamond Pool</b>	<b>Presidential Diamond Pool</b>	
Blue Diamond & Diamond Rank Shares: Earn additional shares for each new personally enroled Premier† Presidential Diamond Rank Shares: Earn additional shares for each new personally enroled Silver†										# of shares	3	3	3
											1+	1+	1+
*Legs must be personally enroled. † Must be first-time qualifiers, unlimited shares. See company policies for details.										<b>1%</b>	<b>1%</b>	<b>1%</b>	

## 5. EMPOWERMENT POOL

A Wellness Advocate that qualifies as a Premier or Silver and that enrolls one new Wellness Advocate or Wholesale Customer with 100PV or more in a month, will receive one share in the Empowerment Pool. Shares do not cumulate from one Rank to the next. A share's monthly bonus is equal to the designated pool's percentage (1%) multiplied by the Company Volume for the same month and divided by the number of shares of Wellness Advocates who have qualified for a share in the month.

### Premier and Silver – Paid Monthly

# Empowerment Pool

Premier =  
1 share = US \$210\*



Silver =  
1 share = US \$210\*



#### To Qualify

1. You achieve the paid rank of Premier or Silver in that month
2. You personally enrol at least one person in that month with a minimum 100 PV enrolment volume

\* Expected average as this is a pool, divided among all who qualify

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1% of **Global** commissionable monthly volume, paid monthly and shared with Premiers and Silvers.

### 4% Infinity Performance Pools (paid monthly on total company volume)

# of shares	Empowerment Pool		Leadership Performance Pool			Diamond Performance Pool		
	Premier	Silver	Silver	Gold	Platinum	Diamond	Blue Diamond	Presidential Diamond
	1	1	1	5	10	1	2	3
	1%		2%			1%		
	Empowerment Pool is limited to one share per qualifying Premier and Silver.		Leadership Performance Pool may earn additional shares with each new personally enrolled Elite.†			Diamond Performance Pool may earn additional shares with each new personally enrolled Premier.†		

\*Legs must be personally enrolled. † Must be first-time qualifiers, unlimited shares in Leadership Performance Pool and Diamond Performance Pool. See Company Policy Manual for details.

*LEADERSHIP PERFORMANCE POOL*

*Silver, Gold and Platinum*

**Infinity Performance Pools - Paid Monthly**

**Leadership Performance Pool**

Silver =  
1 share = US\$150



Gold =  
5 shares = US\$750



Platinum =  
10 shares = US\$1500



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2% of **Global** commissionable monthly volume, paid monthly

BONUS 1+ share for each new personally enrolled Elite



*Diamond Performance Pool*

**Infinity Performance Pools**

**Diamond Performance Pool**

Diamond =  
1 share



Blue  
Diamond =  
2 shares



Presidential  
Diamond =  
3 shares



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1% of **Global** commissionable monthly volume, paid monthly

BONUS 1+ share for each new personally enrolled Premier



Extra share for new Premiers (around AU\$1,350-\$2,000 dollars per Premier).

## Diamond Pools

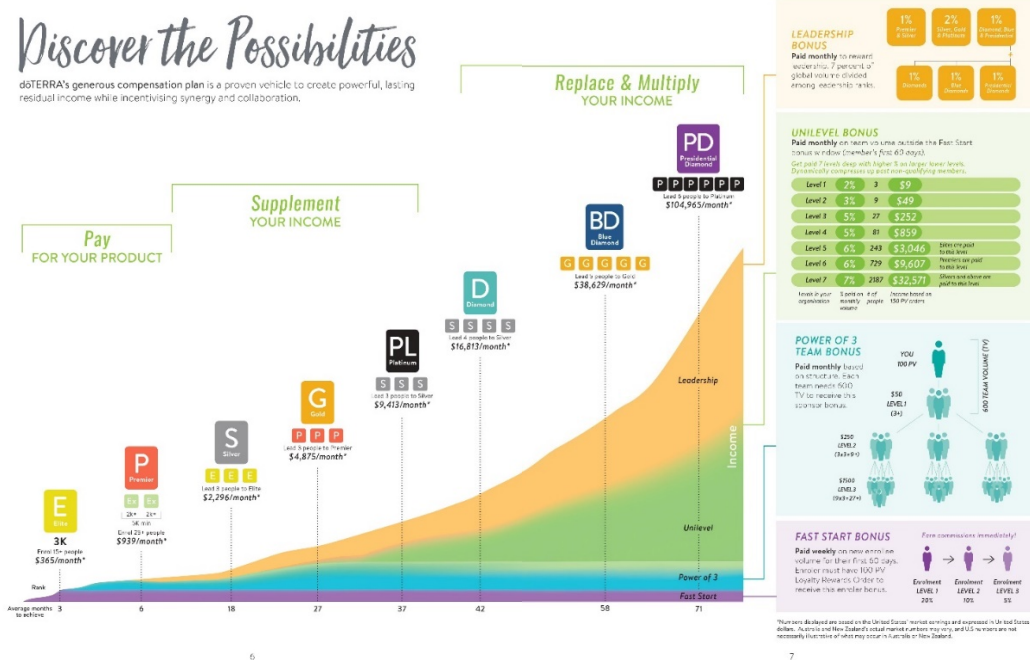
This pie graph symbolizes the global monthly commissionable volume.

**Diamond:** 1% shared - of the company's global commissionable volume. Each Diamond gets 1 share.

**Blue Diamond:** 1% shared

**Presidential Diamond:** 1% shared

Extra share % for new personally enrolled Premiers for Diamond and Blue Diamonds and an extra share for new personally enrolled Silvers for Presidential Diamonds on first month of Premier/Silver advancement only.



Taken from the Build Guide.

**What this looks like for us – with both leadership pools included:**

In AUD we are looking at these **approximate** amounts for **BOTH** leadership pools:

**Platinum:** \$1,500 pm

**Diamond:** \$4,127 pm (fairly consistent and not much variance here)

**Blue Diamond:** \$9,144 pm

**Presidential Diamond:** \$28,850 pm

Blue Diamond and Presidential Diamond (particularly Presidential) can vary depending on how many are qualifying that month. For example, Blue Diamond will vary between \$8 - \$12,000US pm and President Diamond can be much higher when there are varying numbers of Presidential Diamonds qualifying in that month.

In summary, dōTERRA allocate 1% of the total commissionable volume (global volume) to be divided by how many Diamonds we have.

## PAYMENT AND THE EXCHANGE RATE

As dōTERRA continues to grow and operate in many markets worldwide, the issue of currency conversion arises both for the price of the products and the commissions payable to Wellness Advocates. dōTERRA have a policy in place to deal with this fairly. The average daily exchange rate for the previous 30 days sets the rate payable for commissions in the following 30 days. In this way we are not unduly penalised for fluctuations in the Australian dollar.

## INTENTION AND POSTURE

When you undertake any activity or engage with another person, it is crucial to have the right intention and posture. You need to know exactly what you are aiming to achieve at the outset of any engagement. You need to be very clear on your pathway, your direction in each interaction with another person or group. You also need to maintain an unwavering and correct posture in your communications with others regarding the dōTERRA offering and your time.

*You've got the cookie!*

We are not talking about sitting with a nice straight back. We are talking about how you see yourself when talking to others about dōTERRA and its value. You need to remember it is you that has the cookie. You have the greatest cookie ever and you want to share it with others. It tastes so good and you just can't wait to give some to others so they can be as excited as you are. So, KNOW this in the depths of your soul before you start approaching anybody with the oils. That way, if somebody isn't that interested, you can rest easy knowing you still have that piece of the cookie and there are many others out there who would love a taste of it!

Many people think that the cookie is the other person's time and or money and because you may be asking them to invest some of this then your posture is in the space of begging and pleading rather than one of *"Hey, I've got the best cookie ever baked and if you'd like some I'm happy to share it with you at my place next Friday. Feel free to come over or not, either way is fine with me."*

- How do you see yourself when talking to others about dōTERRA and its value?
- KNOW this in the depths of your soul before you start approaching anybody with the oils
- Know who you are
- Know what you are doing
- Know why you are doing it
- Know how you will achieve it
  - 2x2x2+1
- Stay away from comparisons
  - We don't know what works best for everyone, we only know what works best for us
- "Unshakable belief, absolute clarity"
  - The product, the company, what we do
- Co-impact Sourcing
- Your Why
- Company mission



## NOTES

A series of horizontal dotted lines for writing notes.



# Sharing for Success with dōTERRA

WORKBOOK *by Vanessa Jean & Paul Ovens*

dōTERRA Australian Founders & Double Diamonds

## Module 2



## ENROLLER AND SPONSOR

### ENROLLER: REQUIRED FOR RANK ADVANCEMENT & MUST BE A WELLNESS ADVOCATE

- Receives Fast Start commissions
- The enroller is the person who made the initial contact and introduced the person to dōTERRA
- You have the opportunity to give away the enrolment **ONCE** so be wise in your choices and always speak with your upline first
- Hold onto the enrolment until it serves the highest good of all concerned (consult your upline regarding enroller changes – changes are generally not advised for ranks below Silver)
- Be considered, strategic and listen to your inner wisdom/gut feel
- Look at:
  - Who is rank advancing?
  - Are they working consistently and committed to the business?
  - Have they created strong legs of their own?
  - Have they been working with this person, coaching them and supporting them even without the enrolment?

This is VERY important – it is one way they ‘prove’ themselves as a leader and deserving of this precious gift - it is a gift, not a right!
- You can place your enrolments anywhere in your tree (business); always speak to the sponsor first to ascertain if they are happy for that person to be placed with them and if they would be willing to offer support etc.

### SPONSOR: PLACEMENT – MUST BE A WELLNESS ADVOCATE

- The sponsor is whom you are placing the new Wellness Advocate or customer under (Wholesale Customers cannot have a downline)
- Always ask permission before you place
- Only build under Wellness Advocates that are actively sharing and holding weekly or regular classes and hold a minimum 100PV LRP
- Unless someone wants to share actively, leave them be, meet them where they are at and honour them. No matter how great you think they would be, or how much potential you believe they have, do not build under anyone who is not committed to building the business.
- You can only move a person from sponsor to sponsor **ONCE** and it must be within the first 14 days of them enrolling. Be very wise in your choice, ask questions and listen to the responses so that you are better equipped with the best placement options.
- Exception to this: Wholesale Customer when they upgrade to Wellness Advocate, you are given another 14-day window to move them. Be considered and ask the important questions:

- Who are they a good match with?
- Does it serve the higher good to move?
- Are they better placed elsewhere e.g. higher in levels?
- Are they want/to do this as a business and at what level?

This helps determine placement. You have an opportunity to be strategic with this 14-day placement opportunity. Seek assistance from your upline if you need it or to bounce ideas. You only get one go at this.

- NEVER EVER, EVER poach! Everyone is placed perfectly. Refer them back to their upline/enroller, or, if not yet enrolled to the person that first introduced/approached them – ALWAYS ASK WHO INTRODUCED/APPROACHED THEM TO dōTERRA FIRST to avoid cross recruiting. **Cross recruiting is never ok.**
- Set the new Wellness Advocate up with a workshop of their own which you will support by teaching the first 2-3 times
- Ask lots of questions and find out their areas of interest i.e. food, health, energy, supplements, beauty etc. – then you can help them to create niche workshops down the track

*Folk rarely come in as builders or knowing they want to build – they become builders and grow into their leadership with your help and direction.*

### *Sample questions to ask new Wellness Advocates to place for success*

This kind of conversation would generally take place a week or so after someone has enrolled, especially if they hosted a class and enrolled themselves that night. These questions would be overwhelming for many if attempted on the same night as an enrolment. Ideally, you want to have this conversation with anyone who has said they would like to share the oils in some capacity, and you want to have it within a week of them enrolling so you still have time to move them based on the outcome of your discussion. The Wellness Consult is a great time for this conversation.

If someone has been enrolled for a while and reached out to you asking about 'doing dōTERRA' with you, then schedule a time for this conversation as soon as possible. If they are not your enrolment, organise a 3-way conversation if their enroller is no longer interested, have a chat with them about the interested party, it may ignite them!

When you have this conversation, the **Build Guide** is a great tool to have on hand to keep your discussion focussed and meaningful.



[https://www.doterra.com/AU/en\\_AU/empowered-success-build](https://www.doterra.com/AU/en_AU/empowered-success-build)

*“So, Ann, I know how much you love the oils! We’ve just had 6 people open their own wholesale account tonight and you could be earning some commission from those purchases (or simply say; this could help cover the costs of your own order) - does that interest you?”*

(You could ask this question of the host after a class on the night. If the answer is positive schedule a time to discuss in detail).

*“Would you be open to sharing the oils with others in a more regular and organised way?”*

*“Would you be open to discussing what that would look like in terms of time commitment?”*

*“Would it be ok if I shared with you how the income side of dōTERRA works?”*

This is done as you sit down with them or on Zoom if you cannot be physically present – it is important to actively LISTEN, to hear what they are saying, not what you hope they will say.

*“Well, there are basically 3 pathways for you to consider, when earning with dōTERRA:*

1. *Earn your products for free*
2. *Supplement your income*
3. *Replace and multiply your income*

*So, which of these pathways interests you the most in terms of helping meet and support your future goals?”*

Stay QUIET now and LISTEN to their response. Based on their response proceed with:

*“Would you be willing to maintain at least a 125PV order each month for a year in order to receive commissions and benefit from dōTERRA’s monthly giveaways?”*

*“What sort of time commitment would you be willing to make each week in pursuit of your chosen pathway?”*

*“For how long would you be willing to commit those hours while you work toward achieving that level of income?”*

For further resources, check out free training and scripts from Allyse Sedivy.

<https://dailymentorcalls.com/daily-mentor-calls-subscriptionabc123>

*“Of those who enrolled tonight or at your class, do you **feel** any of them would love to work with you in sharing the oils?” (You don’t want them to think about it – this needs to come from a feeling place.)*

*“Are you open to attending training events with me and doing some mentoring with those we work with together to place in your team?”*

## Here is what dōTERRA send when you when you have just enrolled someone (sent from service@doterra.com):

Dear (name on your account),

You've just shared dōTERRA products with someone new. They've now enrolled and are hungry to learn more about using essential oils.

### Now what?

As their enroller, keep in mind that you may be perceived as an “all knowing source” of essential oil training, product tips and more. Here are a few things you might consider doing next:

1. Contact your new enrollee and personally welcome them to dōTERRA. Here's how to reach them:

New enrollee name

dōTERRA ID

Address

Contact number

Email

2. If you have a systematic way of training people how to use essential oils, or essential oil gatherings scheduled, invite them to participate! Share what helped you learn and invite them to learn more.
3. Consider inviting them to explore some of dōTERRA's most popular ways to learn about product usage:

[Official dōTERRA Product Tips Blog](#) An excellent place to learn about product promotions, product features or product success stories.

[Official dōTERRA Facebook Page](#) The best place to connect with dōTERRA on Facebook, get product information, and to connect with dōTERRA product fans, friends and more.

[Official dōTERRA Tools Site](#) An “all-in-one” site with downloadable Product Information Pages, Imagery, Product Presentations and more.

[Official dōTERRA YouTube Channel](#) When dōTERRA creates a new “official” video, this is often the first place it is made available.

[Official dōTERRA Pinterest Page](#) See how dōTERRA is being shared on Pinterest--get ideas on how to share dōTERRA, products, product uses and more!

[Official dōTERRA.com site](#). Designed for anyone who is curious about dōTERRA and wants a high-level overview of the company.

Thank you for sharing dōTERRA. Your efforts to improve the health of others and welcome new enrollees go a long way!

Warmest Regards,

The dōTERRA Australia/New Zealand Team

## TAP ROOTING - THE CATALYST FOR GROWTH AND SUCCESS!

Look for the unseen stars/quiet achievers in your Tree.

- Contact them
- Start coaching
- Goal setting
- Set expectations
- Travel to them and do team building activities
- Teach to duplicate
- Go over the three pathways with them so that you and they are clear with where to go from here

The magic in finding the gold hidden within your tree.



Ask yourself *“Who do I have that is sharing regularly/often and is not getting direct help?”*

Name \_\_\_\_\_ Leg \_\_\_\_\_

Name \_\_\_\_\_ Leg \_\_\_\_\_

Name \_\_\_\_\_ Leg \_\_\_\_\_

Name \_\_\_\_\_ Leg \_\_\_\_\_

- Look for two people in each leg that you hold the enrolment for
- Look at who is stepping up/enrolling/teaching classes
- Organise conference calls and team calls
- Check in with them and ask them what they would like – revisit the three pathways and outline the commitment level required for that pathway and the goals they have
- Ask them if they have identified their why. If not, help them consolidate their why.
- Set up expectations
- Offer incentives and rewards, then give recognition
- Begin the mentoring process and be willing to work with them even if you are not going to be earning from them immediately – look at what serves the higher good
- **This is a “Sponsor and Teach” business**, not a recruit and sell business. As you tap root, you help those who genuinely want to earn, learn, build and lead to make their mark on the world. You will help them to reach their goals and live their dreams. It can come from as many levels down as needed, if you hold the enrolment you will qualify and be able to rank advance on them. They do not need to be on your front line.

Sometimes it behoves you to speak with the original enroller about the shining star you are wanting to work with. Ascertain if they are interested in a 3-way call and on-going support and if not, it would be an example of where you could discuss enrolment handover to you if the original enroller is no longer interested in building (or leading) a doTERRA business.

## PERSONAL ENROLMENT PLACEMENT

Experience has taught us that layering your personal enrolments under a potential ranking leg or builder allows the opportunity for those to grow under you and advance to Silver before there is a potential requirement to change enrollership ID/hand over any enrolments.

The idea here is as you enrol someone from your early classes it's wise to encourage them to bring a friend to the class or even ask if they have a family member that they can think of who would love the oils. Doing this creates the opportunity to place your invitee (your enrolment) on your front line and then place that person's friend or family member next before placing any more of your own personal enrolments. That way, as your front-line enrolment grows past Elite (3000 OV) and is beginning to look at Premier, it removes the instant motivation for them to request you hand an enrolment to them. There are several reasons for doing this including:

- It removes a sense of entitlement that can occur with some sharers
- It instils a sense of responsibility in them to find their own sharers and enrolments for you to work together with, until they are confident enough to duplicate your training and guidance
- Premier and Silver bonuses on your personal enrolments when you are a Diamond, Blue Diamond or Presidential diamond are worth many thousands of dollars
- You still have the option for handing the enrolment over at any time and allowing the frontline leader to tap root past their enrolment to rank on your previously held enrolment if it serves the higher good
- The motivation for you to continue to place your own enrolments under them is higher, given that you still have a potential ranking enrolment layered underneath if a sharer grows a little slower than you might like, or than they originally thought (you can tap root)
- This strategy creates what we call insurance in a business model where you cannot purchase insurance against something happening out of your control, to one of your main ranking leaders. You can build this insurance leg as you build the leader above as all volume and unilevel is serving them as well as the growth of your own income whilst giving you a secondary option to rank from in the event the enrolment you hold and are helping to build above decides not to pursue a career with dōTERRA
- Whilst this is very much a heart-based business, and we place with love, we also consider strategically where a person will best be placed; for them to thrive, excel, succeed, feel connected and educated by a community and served with love and care
- There is much to consider with placements, use your 14 days to move new enrolments (or Wholesale Customer upgrades to Wellness Advocates) wisely. Seek council of your upline if needed. See "Placement Tips" in Module 1.

## ENROLLER/SPONSOR CHANGES

There comes a time where an enrolment change serves the higher good. Where one or more can significantly rank advance and where that enrolment will be well looked after during and after the change occurs. Note: this is not mandatory; you do not have to hand your enrolment to anyone ever. It is a decision you will make, with the wise counsel of your mentor and the person with whom you are changing over. You will also discuss with whoever you are planning to pass the enrolment to.

Enrolment changes can take up to two weeks, so keep this in mind if you are doing it for a specific rank advancement.

As mentioned previously, it could be you require the enrolment handover. Be delicate and considerate. You are not entitled to it simply because someone has stopped building. Tread lightly and compassionately, ensure it is a win/win for all.

## REQUEST TO CHANGE ENROLLER/SPONSOR

Copy and paste the below and fill in the details before sending to [placements@doterra.com](mailto:placements@doterra.com)

WA requesting change: (Insert name and number here)

WA to be moved: (insert name and number here)

New Enroller: (If no change, insert "none")

New Sponsor: (If no change, insert "none")

It must come from the person requesting changes registered email address and needs to be timely. This is also an option when a member of your team decides they are no longer able, for whatever reason, to build.

This is part of tap rooting and is highly effective for leaders wanting to build and grow. Tap rooting takes away the stress and strain of finding leaders to replace those that have fallen away and enables you to use what you have. You 'shake the tree' and find the most wonderful flowers ready to bloom!

Here is the email you will likely get from dōTERRA. Be aware that this process takes time:

**\*\*This is an automatic-response message\*\***

Dear doTERRA Member,

Thank you for e-mailing [placements@doterra.com](mailto:placements@doterra.com) We are here to assist you with all of your placements needs! While you're waiting, we would like to make you aware of a few tricks that can help create the smoothest placements experience and potentially even get your move processed more quickly.

### **Formatting**

To ensure all pertinent information is included in your email we suggest using the following format with all of your sponsor and enroller change requests.

Wellness Advocate requesting change: (Insert name and number here)

Wellness Advocate to be moved: (insert name and number here)

New Enroller: (If no change, insert "none")

New Sponsor: (If no change, Insert "none")

### **<Sponsor Changes within 14-days of Enrollment>**

We currently have a self-service option that allows you to process 14-day sponsor changes for people you've enrolled through your Back Office. These changes are completed immediately so you'll be able to see the changes right away! For questions on how to use this tool please reference the "Sponsor Changes" training video at the following link:  
[http://doterrauniversity.com/#/us/en/back\\_office/team/sponsorchanges](http://doterrauniversity.com/#/us/en/back_office/team/sponsorchanges)

### **<First-time Enroller Changes>**

Enroller changes and other Placements issues will need to be communicated through email and must be submitted by the current enroller from their email on file.

### **<Reactivations and 6-month Inactive Moves>**

All 6 month inactive moves and reactivations should be submitted by the account holder from their email on file.

### **<Account Transfers>**

All Account Transfers must be submitted by the Transferor from their email address on file or through DocuSign with the Certificate of Completion. These forms must be submitted within 24 hours of the new Transferee's enrollment date. Please note that the Transferor and Transferee are required to have the same enroller and sponsor in order for their Account Transfer Request to be reviewed.

### **<Exception Requests>**

All other placement changes will require an Exception Application. For applications sent via DocuSign please verify that the Certificate of Completion is included with the application to ensure it can be submitted to the Exceptions Committee for review in a timely manner.

Sincerely,

The Placements Team

## 6 MONTH OR MORE REACTIVATION

Copy and paste the below and fill in the details before sending to [placements@doterra.com](mailto:placements@doterra.com)

*Hi Placements,*

*I (Name and ID#) have been inactive for more than 6 months and would like to reactivate my account with (Name and ID#) as my sponsor and (Name and ID#) as my enroller.*

## 7 SIGNATURE MOVE

7 signature moves can be done in the back office.

**To check if you have Exceptions in your team to approve:**

1. Team tab
2. Placements (under "My Business" tab)
3. Request tracking
4. Request Requiring my Approval

**To place Exception:**

1. Team Tab
2. Placements
3. Exceptions
4. Submit an exception application then fill it in – talk about e.g. community if they know them, support they will receive
5. Continue

Then let your upline know to sign, explain why you are doing this. and could they please accept your application for these reasons.

## SPONSORING A NEW PERSON

- Immediately organise a 3-way conference call, including uplines and new sponsor
  - Raise their commitment and belief
  - Make it easier for your new partner to call for assistance
- Introduce the support network
  - Help and support

*Relationship = Retention*

- Leadership Agreement
  - **Daily**
    - ½ hour personal development (spiritual, emotional, personal)
    - ½ hour business development (product training, leadership/business training)
    - 2 new contacts
    - 2 follow ups
    - Respond to texts, emails, calls from direct upline or frontline within 24 hours
    - 10/10 texting
  - **Weekly**
    - Scheduled leadership mentoring call with your direct upline so they know how to best support you
    - Downline leadership calls (with your qualifying legs) so you know how to best support them
    - 2 events/classes (this can be anything from a one-on-one (Wellness Consult), a webinar, etc. – anything that shares the oils)
  - **Monthly**
    - 150PV Loyalty Rewards order placed
    - 500 – 1000 personally enrolled OV (new volume)
    - 2 – 4 new personal enrolments
    - 2 new LRP orders in organisation
    - “Getting Started” training to all new enrolments (Webinars / one-on-one (Wellness Consult) / group)
    - Complete builder program for your stage
      - Always meet people where they are at
    - Organisational volume growth of 10%
  - **Yearly**
    - Attend annual convention, leadership conference plus regional trainings to help develop your success tools
      - Post tour convention tours
      - Incentive trips

## HOW DO I SHARE THIS WITH OTHERS?

*When you call someone, have a clear intention for your call, and let them know that intention or purpose.*

Open the conversation with your general catch up then let them know:

*“Hey, I have a reason/purpose for calling. I was wondering, are you open to natural health solutions for you and your family, or are you open to natural forms of health care?”*

*“Would you be open to using essential oils to take care of your family naturally?”*

**Educate them** according to their responses - *“What do you know about essential oils?”* - this draws out conversation. In the first call, you are asking if they want to learn. You can then connect them with upcoming events or a one-on-one with you and a sample to meet their need right now.



## WHEN SOMEONE ASKS WHAT YOU DO

When you are having a general conversation with people you want two things to be present:

1. Allow the conversation to happen naturally.
2. When they ask what you do or “*How are things?*” **have a have a confident and targeted response to meet their needs.**

Spend some time now writing what you do. It needs to be concise and catchy - something that so strongly reflects what you do that they will want to know more! The response needs to resonate with you and with practice will flow off your tongue because it comes from your heart and your joy.

*“I help people learn to take care of their health – naturally with essential oils... like for instance with you...”*

Write your confident and targeted response here:

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If you have not spoken to the person you are talking with in a while, allow yourself to have a ‘reconnecting period’. This is not for business conversation (unless they ask), this is catching up and rediscovering them. Your focus is on connecting.

When you have someone ask you what you do, you can say something like:

*“I do the most amazing thing! (pause and let that drum up a bit of excitement) I show people how to use essential oils to take care of their family’s health naturally.”*

If you are not comfortable with the amazing thing part don’t say it. Say something in this response that you are 100% comfortable with or it will not come across as authentic.

Your response will elicit conversation. **When they ask how or what do you do, you can answer with ‘you know how’ statements.** For example:

- *“You know how so many people are now looking for natural alternatives to support their health...”*
- *“You know how we look and struggle to find something natural and healthy that works...”*
- *“You know how we are all trying to reduce the toxic load in our homes and lives...”*

Then you can tag these on:

- *“Well, I have been using essential oils and I am watching our lives transform. We use them for...”*
- *“Well I have found something amazing! These essential oils are the purest and most pristine gifts of the earth.”*
- *“Well we have been able to do just that! We are using these amazing essential oils for our cleaning, and to support our overall healthy.”*

Whatever it is you are comfortable with saying, make sure it is catchy (and compliant) and feels good for you!

Write it down now and share with the person next to you, practice, do what it takes to own it and feel good.

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Fear is a huge block for so many. Become aware of your fears so that they no longer have power over you. Focus instead on what you do want and choose in your life. When you are living your WHY and sharing your vision with those you love, they will come to you! Your light expands to touch the multitudes and you become a magnet for miracles and like souls. Be clear in your vision and the mission of dōTERRA. Have your response to what you do and why so clear that it rolls off the tongue straight from your heart.



**WATCH: Ranking with Consciousness - a Meditation with Vanessa Jean**  
<https://youtu.be/vEcSIfZZlhA>



**WATCH: Beacon of Light Meditation with Vanessa Jean**  
<https://youtu.be/6N7FAeWKths>

Recommend: Meditations by Dr Joe Dispenza

- Breaking the Habit of Being Yourself book meditations
- Blessing of the Energy Centers #1 meditation
- Morning and Evening meditations
- Tuning in to New Potentials meditation
- Reconditioning the Body to a New Mind meditation

When you do not share and stay quiet, you will find those people you love will miss out on these amazing gifts of the earth (and they will be very annoyed!) Or, they hear about them and enrol with someone else! We have great momentum here, so many people are so passionate about natural health. Show them this simple and affordable way with confidence and clarity. **Stand in your power and your truth** as you share, and you will help to empower them thereby living your 'why' and making it a reality. Keep it simple. Potent words born from your heart will touch someone more profoundly than convoluted explanations.

Remember the power of sharing your story. People are drawn to you for a reason and will connect with your journey with the oils and the business.

### Ask permission-based questions:

*"Would you like me to ...?"*

*"Would it be ok if ...?"*

*"Are you open to...?"*

On any social media, or a phone call or visit with someone who says they are sick or feeling down or stressed or not sleeping well etc., say to them, or drop them a personal message:

*"Would you like me to drop by with a sample or samples of essential oils that can help you?"*

*"Would you like me to show you how to use essential oils to help you?"*

*"Are you open to me sharing with you what I use when we are going through.../experiencing...?"*

**Ask open ended, permission-based questions to help them to feel open to receiving your gift, without pressure and with the opportunity to say no if they want to. It puts them in control, which helps when introducing something new.**

A 'no' is not a rejection, it is a gift to bringing you one step closer to the next person ready to use the oils. In our experience, it is a resounding YES that is the response to the offer of help in this way. Respect a person's "no". They may be open in the future; they might not be ready yet.

*Let them know you are here to serve.*

*“I can drop off the samples this afternoon and quickly show you how to use them.”  
Alternatively, post them with simple, clear directions and a handwritten note.*

When you ask someone how they are, and they answer that they are not feeling well, you can say to them:

*“I use something that helps me when I feel like that. It is natural. Would you be open to me giving you something to try?”*

## WHAT IS DŌTERRA? /WHAT DO YOU DO?

*“It’s a company that works with people to support them in their wellness... so, for example, almost all people have at least one and often several challenges they deal with all the time... discomfort in their body, trouble sleeping, wish they had more energy, emotional challenges, weight control. Any of those sound like you?”*

(Wait for response.)

*“Yes, that one is so common! So, if I could share with you something that I know has helped soooo many people with that and is totally natural would you be open to me getting some info to you on it?” (And sending you out/dropping off a sample that may help.)*

(Wait for response.)

*“Cool, what’s the best number for me to text you a link on? Are you good if I touch base in a few days to see how you went?”*

## MAKE YOUR SAMPLES SAFE

Remember, as you meet new people and sample them, add them to your ever-expanding Freedom List. In Evernote or a book, keep your contacts together. You can add to an Excel spreadsheet once you are able to.

- Offer out samples already diluted in fractionated coconut oil – exceptions are samples for food/drink
- Makes them more accessible and easier to use, especially for people new to essential oils
- Keep them simple, one sample at a time. E.g. Easy Air
- Note: if you are posting, you may want to send two samples to help them out. Have them begin with one first if you have sent two for sleep. If you send one for sleep and one for energy, write to them explaining how and when to use. E.g. Morning and throughout the day as needed, anoint with Motivate for energy. Night – anoint in Lavender Peace/Serenity for deeper sleep.



**SEE** Module 1 for additional sampling resources.

### *SAMPLING SCRIPT*

When talking to someone and they present with a health concern...

*“I’ve got something that I use when that happens to me (or, I know a close friend of mine has had a similar thing going on for them) and they’ve been using this amazing thing that has helped them, it’s totally natural. If I could get you a free sample of it, would you be open to giving it a go?”* (they respond “Yes” or “No”). If yes, you take/deliver the sample to them.

*“So, Jess, this is the sample I was talking about. If I give you this, do you promise you’ll give it a go and just see how it works for you?”* (“Yes”)

*“Great, so would it be OK if I just check in with you in a day or two just to get some feedback on how it’s working? I’m really interested in seeing what the difference is. Is that OK?”*

(“Yes”) And you follow them up because they have asked you to – Permission Based Marketing

And you follow them up...

*“Hi Jess, it’s Paul, just touching base as promised to see how you went with that sample that I gave you.”*

If the sample didn't work

*"We know that everyone's got slightly different body chemistry and we all respond differently to different things so there's an idea I have that we can tweak that a little bit so can I just offer you something else so we can change it up a bit. I'm really sure we'll be able to help you shift this."*

If it does work, you can invite them to something (one-on-one or an event):

- "I'd love to catch up with you to share with you how these oils work."
- "I can help you with that – let's get together for a chat."
- "I've got a class coming up covering your issue/this challenge, why don't you come along to that. You can learn a little more about the oils and how they work and find out what they're about. We can help you get them at the most affordable price."

## INVITATION METHODS FOR DEPTH AND SUCCESS

In this digital age, we have become reliant on prefabricated methods of communication that, in many ways, have lost the personal touch. These methods are an easy and convenient way to reach many people and as a result, lots of things are advertised as events that may not really be, and we become conditioned to seeing and being on the invite list of a seemingly endless stream of them. Not to mention how Facebook and other social platforms make it difficult for your tribe to see what you are doing, including your events.

So, how do we differentiate ourselves? How do we ensure our event is given priority in people's calendars? There are several things you can do, but the following is a simple, tried and tested, method that works.

### THE 4-STAGE INVITATION PROCESS

#### 1. Make it personal

- Call them or send a note or text
- Call people up and share something of why you gave them the invite. Why did you think of them? Share a powerful story or two about the oils. If you don't have any of your own yet ask a friend in your upline. Then just share it by saying: *"They are so powerful... a friend of mine just the other day was sharing with me that..."* In this way, all the powerful stories can be shared and have a lasting impact for you and others.
- Be sure to close with a personal message. Something like:
 

*"I've been thinking of you and I know you have been having some challenges. One of my good friends is experiencing some similar things and has told me about their experience with essential oils and I immediately thought of you! Can't wait to see you, Love Jane"*

Never underestimate the value and impact of stories. Learn, and master story telling is an art that may sing to your heart. If so, indulge in it. Let your story be heard.

### Alternative Inviting Script

*“So, Chris, I have been thinking of you and what you said to me the other day about your... Can I ask how its feeling for you now?”*

(Wait for response.)

*“Hmmm I thought that could be the case. Mate, if I said that I know of something that has helped sooo many people with... would you be open to learning what it is and how it could help?”*

(Pause for positive response.)

*“Ok cool... I am hosting/teaching/going to a 45-minute class on exactly this issue on Tuesday next week, come along with me.”*

(If objection comes up- “I’m have something on etc.”)

*“Or, if it’s more comfortable for you we can just get together at a coffee shop. I’m around Wednesday and Friday, which works better for you?”*

### 2. Text/email a reminder 2-3 days before the event.

*“Hi <insert name>,”*

*I’m so excited to see you on <insert date and time>. I have organised something fun/a surprise/a gift for you. I’ve got some awesome stories to tell you about these oils as well so looking forward to seeing you.*

*Warm sign off <insert your name here>”*

### 3. Facebook post/text the morning of, with an image of some yummy food you have prepared.

- They are far more likely to lean toward coming rather than rescheduling if they know you have gone to some effort for them. The picture needs a snappy little caption about the snacks and your desire to see them. It should come across as though you are certain they are attending and are just whetting their appetite.

*“Just making some delicious bliss balls for tonight’s event, look forward to seeing you later.” OR “Yummy treats await you!”*

- While this looks old-fashioned, it’s personal. Facebook isn’t personal, but make sure you set up a Facebook event – use the social media platforms; Facebook, Instagram etc. to begin whetting the appetite of your invitees. Share ways to use some of the oils in the kits to get them excited to attend. Use your ‘stories’ – use your socials to connect meaningfully.
- Give people every opportunity to see your event, be reminded of the event, and turn up!
- Be invested in your leader’s classes. Know the # invites, the # of RSVPs, be pro-active and invite more (speak to those already coming)
- A surprise gift for everyone who brings a buddy/friend along

#### 4. Text e.g. 2 hours before event

*“Hi.... I’m so looking forward to seeing you soon. There’s plenty of free (if that needs stating) parking out front and along side streets. I look forward to nurturing you all and gifting you your surprise/little gift.”*

N.B. Set up a Facebook event and utilise the technology. Post teasers to develop interest and firm up attendance. We just advise that you don’t do this in lieu of things we know will work, that make others feel important to you, and ultimately produce a proven higher result.

Facebook pages don’t get much visibility anymore. They do serve a purpose though – Events! You can create your event in Facebook, then boost or sponsor the post. Paid advertising in Facebook using an event created from your Page increases visibility, connection and interaction with your followers and tribe.

#### **Tips:**

- Connect your Instagram posts and stories to your relevant page to increase visibility and interaction
- Share fun stories not only about the oils, to maintain interest. In this way when you do share events, they are likely to come as they feel connected to you and can relate. They will want to meet you and learn from you.
- Keep it real and you. Don’t try to be anyone else, share from your heart and hold events that light you up.

## INSPIRED INVITING

When you are inviting from your warm list or helping a new host to do their invites, it's very powerful for you to ask those that are coming along to ***bring a friend***.

- You can offer a gift for the person that brings a friend in the form of a pure-fume - a roller blend that you make up with oils you feel they would love
- If you know the person reasonably well, you might feel into what they would love and make them a ***signature blend***

Consider Power & Purpose or Ease & Grace blends – they come with stickers for the bottles and a personalised affirmation card.

This is a very powerful way for you to leverage your inviting. What if every attendee brought a friend to every class you ever taught? How many more people would be touched by the oils and how many more would be receiving their first touch from you or their host? In this way, you apply a multiplier effect to all your efforts without having to multiply the time invested in teaching those people. Whether you have 8 or 16 people attend a class, the input in teaching it is the same.

You can write a little handwritten note on your invite or add to your text message:

*"Bring a friend and receive your very own pure-fume/signature  
blend created just for you."*

## COACHING THE HOST

The success you have at a workshop can be significantly helped when you coach the host, so they are aware of their duties and obligations.

**The success of the class is your responsibility, the numbers that attend will reflect your capacity to coach the host and guide them to sampling and inviting.  
Keep it simple and clear.**

Give them the keychain with empty vials ready to fill at the event.

### Firstly, we start with talking to the host:

*“So, I’m really looking forward to your class. Now, I don’t know about you, but when I have an event at home and I’ve invited people over, I kind of like it if the people I invite want to come and they all show up so it’s heaps more fun. And I guess if I’m honest I like it when my events are a success. How about you? Do you feel the same way?”*

(Wait for the host to respond. They will say yes! Then say...)

*“OK. Great. Now, I have got a way to help with that in terms of how to invite your friends and loved ones and to remind them closer to the time, so no one forgets. Would it be ok if I shared that with you so we can have a really fun class?”*

### Now we coach the host with the invite method:

- If the host doesn’t want to do the work to follow the full protocol for inviting, you can at least have an impact on the text/Facebook invites by sending a template for the host to use
- This way people really know what they are coming to and when people attend, having been invited with integrity, the likely outcome is an enrolment

*“Hi <insert name>,*

*You know how we are all looking for ways to take care of our health naturally? Well, I’ve been doing something differently with some awesome results. It’s been so good that I’m inspired to let others know and I’m hosting a class at my house on <insert date and time> for those I care about, to learn more. Lots of my friends want to sleep better, have more energy, less body discomfort, more immune support, and better balance of hormones. I know I do and I’m using*

*pure essential oils which are making such a difference. I was thinking of you and thought you would be open to natural solutions to your health too.*

*I'd love to see you!*

*Love <insert your name here>”*

**Follow up with a reminder text. This needs to be sent 2-3 days prior to the event:**

*“Hi <insert name>,*

*I'm so excited to see you on <insert date and time>. I have organised something fun for you. I've got some awesome stories to tell you about these oils as well so looking forward to seeing you. Bring a friend as I have a lovely gift/surprise for everyone bringing a buddy along. See you soon.*

*Warm sign off <insert your name here>”*

**Two hours before your class:**

- This is the opportunity to get the invitees excited as well as solidify attendance of any who might be wavering or feeling they are just too... whatever
- Hit social media and send out a couple of photos of some essential oil infused goodies that you are preparing for them to experience the oils in different ways, use your stories and post in the event
  - Don't go too lavish - everything needs to be duplicable – keep it simple!
  - E.g. On Guard apples, Peppermint or Wild Orange bliss balls/fudge/raw chocolate and some nice jugs of water with Lemon or Lime essential oil, you can add the fresh citrus or mint leaves

Example:

*“Hey everybody! I'm just making up some yummy treats to share with you all.*

*Have a look at these delicious <insert snacks and drinks>*

*See you all at 7. Warm sign off <insert your name here>”*

Example

*“Can't wait to see you all at 7pm. Here's some deliciousness to nourish and nurture you. Plenty of parking out front. See you soon.*

*Warm sign off <insert your name here>”*

Remember, bring a buddy and I have a sweet gift/surprise for you.

Add wink emoji or heart, whatever you like, make it fun, light and attractive.



## THREE DOORS INVITATION PROCESS – CONNECTING/INVITING/PRESENTING/ENROLLING

### DOOR ONE

*“Are you open to using essential oils for your family’s health?”*

*“Would you be open to learning about natural solutions to take care of your family’s health?”*

*“Well, would you be open to coming to a workshop with me where I can share more of this with you and show you how to take care of your family’s health in an easier, cheaper and more effective way?”*

- **This leads to a workshop or one-on-one and interest in the oils.**

### DOOR TWO

This is said at the end of a class – *“Would you be open to using the products?”*

- **From here you can go into wholesale and retail options.**

### DOOR THREE

*“Would you be open to sharing these products with others?”*

- **The opportunity associated with dōTERRA as a business.**
  - Your attitude or belief
  - Your body language
  - The words you speak
  - Your tonality
  - Are you smiling and sharing from your heart?
  - Be clear about your intentions when you connect with people



Listen more, talk less. Ask questions, get to know them. Let them ask about you and dōTERRA before you mention it. It is super important to get to know them, they could potentially be an ally in your business and you want to be sure you are a good fit for each other, their commitment, passion, execution, what they can invest (time/\$/emotionally etc.), supports in place (children, spouse) etc.

## SECRETS TO SUCCESSFUL CLASSES, MEETINGS AND ONE-ON-ONE'S

### PREPARATION

The first and a critical success factor for any successful class or meeting is preparation.

#### Keep it simple (no clutter).

- Do you have everything you need?
  - Empowerment kit
  - 5ml Wild Orange essential oils
  - LLV
  - Hostess gift
  - Home Essentials Kit oils, diffuser and Fractionated Coconut Oil
  - Aromatic Dressing bowl
  - Small A-Z guides to give to enrolments
  - Draw prize if you do a draw
  - Home Essential Kit oil sample notes to give out during the class as they are asking questions (very powerful)
  - Bring a friend gifts (mood essential oils in FCO in roller bottle, have these ready and gift accordingly to need (sleep, energy, uplift mood, ground etc.)
  - A lovely reference book(s)
    - Gifts of the Essential Oils
    - Essential Emotions
    - Essential Life

### INVITATION

- Have you given enough notice for the meeting?
- Have you sent out invitations?
- Have you requested and received RSVP's from your invitees?
  - If not, why not? You wouldn't spend the time or money catering a birthday party without knowing if anyone will come so why treat your business with less value than you would any other social or family event?

Tip: **Eventbrite ticketing** is free for free events – this allows you to **capture their details** to follow up (both attendees and those who didn't show up) to offer samples and another class or one-on-one meeting time.

## INTENTION

You need to know why you are there. It is paramount that you are clear on the results you want to leave this meeting with.

- Connect in your heart with your Why before teaching a class or engaging in one-on-one's
- Have a grateful heart
- Set goals for yourself
- Be in your joy (release the challenges of the day and be present)
- What is the expected outcome?
- What are you there to achieve?
- Remember the mission

It is important to have a clear checklist of the desired outcome for every encounter. The danger of not doing this is you become very busy, spending a lot of time, effort and resources without clear goals and outcomes. The result is frustration and a feeling of disempowerment flowing from the experiences of non-achievement. Many Wellness Advocates have gone before you and gone by the wayside for lack of awareness of this simple principle. **Your time is valuable**, so make sure when you invest it that it delivers a worthwhile dividend. If you choose not to follow this concept, you also will have the ongoing dilemma of not knowing why you are being successful or experiencing the opposite. You are just blindly rushing in, engaging in activity with the best of intentions with no clear path or certainty of your results. If you have ever wondered why some people seem to go from one success to the next... it has a lot more to do with their intention than luck or personality.

## ONLINE CLASSES & ZOOMS

Consider casting your net wider and engage with more casual sharers by hosting a regular open Zoom class for your customers and sharers to connect people to. This is powerful as it:

- Empowers the average customer to engage friends and family and removes complication of learning the enrolling/business building practices
- Reaches people you and your team know in remote locations or foreign markets
- Creates a duplicable training environment for new Wellness Advocates to grow into presenting (get new Elites to present the class)
- Can unearth new Wellness Advocates (do a quick overview of the business opportunity or build guide after the class)
- Teaches good follow up habits (Invitee to follow up after class to help facilitate enrolment or connect new customer to upline Wellness Advocate to complete enrolment)

## PRESENTING AN ESSENTIAL OILS CLASS

### SETTING UP FOR A CLASS

Have a simple checklist of what you need for your class and make certain you have it all with you. At a bare minimum, you should have, or accumulate as soon as possible, the following items:

- **All products in the Home Essentials Kit or Wellness Box you are focussing on**
- **Your local class outline**
- One copy of “**Gifts of the Essential Oils**” by Adam Barralet and Vanessa Jean Boscarello Ovens @ [bit.ly/ShopAdam](http://bit.ly/ShopAdam)
- One copy of the book “**The Essential Life**”
  - It is a good idea to have a book or two handy as a reference guide for attendees to turn to
- **A diffuser** (preferably the one that comes with the starter kits)
- **Aromatic dressing bowl and fractionated coconut oil**
- **Food and water samples** that have the oils in it so people can experience the benefit and safety of food additive applications. Some Peppermint or Wild Orange fudge/raw chocolate or bliss balls, apples to cut up and add Protective Blend to and some oils like Lemon, Lime, Active Blend or Peppermint to make up some nice flavoured waters.
  - Use oils in food that come with the enrolment kits so it can be immediately duplicable by those who purchase these kits



(See more recipe ideas at [www.foodalchemistry.com.au](http://www.foodalchemistry.com.au) )

Some of you may not feel confident standing in front of a group of people and speaking in public. Well, who says you must do it like that? A one-on-one is still a class... for one person.



**WATCH:** Nature's Solution Kit Class with Vanessa Jean on YouTube

<https://www.youtube.com/watch?v=rDTPbC-V2i4>



You are there as a *guide*

- To Natural Solutions to health
- To what the oils do and how to safely and effectively use them.
- To resources that will serve them long term

## OPENING YOUR CLASS

Have everyone fill out the **Drawing Entry** so that someone will win and go home with a gift!

<https://media.doterra.com/us/en/brochures/drawing-entry.pdf>

Once this is done, settle the room and have the host or hostess edify you; a simple introduction about who you are and why they have invited you to present to the group. This is a great opportunity for the host to mention why they use dōTERRA and how the oils have impacted their life. This can be general, but we highly recommend they **share a powerful story** with the audience. The audience already knows and trusts this person, and this is the first step in building trust with the product. To edify someone is part of the dōTERRA culture. You are the guardians of the culture; it is important you keep this up.

Next, you are up! Practice and teach yourself the following script until it comes naturally. Remember though to always make it your own in some way, tailoring to the class you teaching.

If you like the simplicity of a highly engaging and interactive Home Essentials Kit class, an example will follow this section. We highly recommend this. It is simple to follow and lots of fun, leading naturally to the Home Essentials Kit.



ENTER TO *Win* dōTERRA

Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_

I'M INTERESTED IN:  
 Learning more about essential oils  
 Hosting a class and receiving free product  
 Building a residual income and making an impact

BEST TIME TO CONNECT:  
 Morning Midday Evening

BEST WAY TO CONNECT:  
 Text Phone Email



# BEGINNING YOUR CLASS

<https://media.doterra.com/au-otg/en/brochures/AU-Natures-solution-2018.pdf>

"Hi everyone, thank you for having me! I love sharing the power of essential oils. They have changed my life and the lives of so many that I care for, that I travel all over sharing simple ways to use them in everyday life. Tonight, we are going to explore natural solutions to health for you and your family.

This is the class outline we will go through together. You can go home with this and it will give you reminders for how to use the oils you will experience tonight.

Next are the kit options which represent the most economical and intelligent way to start. Behind these is the wholesale pricelist. Each of you will go home with your own wholesale account and the bolded-out prices here on the price list (show price list) are what you want to look at because you will receive 25% off all dōTERRA products. Mark the box next to the oils/products you really love – afterwards we can help you choose the kit that best meets your needs.

And behind that is the form you fill out for your wholesale account. Now let's go back to the front page."

## HOW TO PRESENT THE INTRODUCTORY CLASS

**Nature's Solutions**  
for healthy, empowered living  
Introduce essential oils and products to your daily routine.

**dōTERRA AUSTRALIA**

**YOU HAVE CHOICES**

**Modern Approach**  
• Typically to manage symptoms  
• Mask from underlying chronic agents  
• Side effects (known and unknown)  
• \$4.5 billion/year spent on global healthcare  
• "Are we healthier?"

**Holistic Approach**  
• Address body's needs  
• Extracted from plants  
• Enhances overall health and wellbeing

**ESSENTIAL OILS ARE EFFECTIVE**  
**Sourced from nature, Effective, and Safe**  
• Naturally derived aromatic compounds extracted and distilled from plants for health benefits.  
• Contain hundreds of different compounds, providing complex and versatile abilities to combat threats without building up resistance.  
• Affordable. Pennies per drop!

**dōTERRA ESSENTIAL OILS - QUALITY**  
**Why a new standard of quality?**  
• 100% Pure  
• 100% Certified  
• 100% Tested  
**Tested and Trusted:**  
• Plants harvested in their natural habitat  
• Verified pure; free of fillers and harmful contaminants  
• Surveys third party testing ensures authenticity and potency

**HOW TO USE dōTERRA ESSENTIAL OILS**

**AROMATIC**  
• Breathe in or use diffuser to:  
• Create a soothing environment  
• Freshen the air

**TOPICAL**  
• Add one drop to a carrier oil or dōTERRA essential  
• Add a drop or 2 to the bottom of your face or specific areas

**FOOD ADDITIVE**  
• Add a drop or two to water or tea

**PEPPERMINT**  
• A fresh, invigorating aroma  
• Refresh your senses  
• Has a fresh cooling effect

**ICE BLUE®**  
• Apply before and after exercise  
• Use for deep tissue massage, relaxation or cooling and warmth to the skin

**LEMON**  
• Add a drop or two to water or tea  
• Neutralizes odours  
• Shine in your bottle to clean  
• Lifting to the spirit and the senses

Highlight that modern healthcare options focus on symptoms versus holistic approach addressing root causes.

Whilst passing Peppermint around give a brief explanation on:

- What essential oils are
- Why they are so safe, effective and versatile
- Potency and affordability (cents per drop)
- Share a peppermint story here

*“These oils are 50-70% stronger than the source from which they come. So, keep them away from your eyes, never put them in your ears but around like this (demonstrate) is fine, your nasal cavity, lips, pits and your bits.”* (They usually have a giggle with this, and this is the perfect opportunity to anchor this lesson).

You can say *“Like that Peppermint oil I passed around and I mentioned it runs so cold it’s hot, you don’t want that on your tender bits. Ouch!”* – make this your own. Peppermint is a great one to start with as it is so refreshing and opens them all to learning and to let go of whatever they experienced before they got to the workshop/class.

- Harvested in natural habitat
- Opportunity to share Co-Impact sourcing concept/story whilst highlighting that oil and its uses
  - Explain quality and purity
  - Most tested and trusted
- Explain the three methods of use whilst you share the next oils



“What I love about the kit we are sharing today is that it is so versatile in reducing toxic load from our home and body with options for...” (list relevant uses and applications for enrolment kits in your market/country):

- Hair care
- Personal hygiene
- Body/skin care
- Daily supplements to increase energy, get better rest
- And there is a diffuser for easy use in the home and office

**1. WHAT ARE YOUR WELLNESS GOALS?**



I want to feel less:

①
②
③

I want to feel more:

①
②
③

**2. ARE YOU READY TO DISCOVER SIMPLE WAYS TO USE ESSENTIAL OILS DAILY?**

**dōTERRA EASY AIR® CLEAR BLEND**

- Feel clear and calm when breathing
- Diffuse at night to promote a clear, crisp atmosphere
- Apply to feet, chest, back to calm the senses before a restful nights sleep

**PASTENSE® TENSION BLEND**

- Relieve feelings of tension and discomfort
- Apply to temples and back of neck
- Invigorating pick-me-up

**DIGESTZEN® DIGESTIVE BLEND**

- Calming aroma, useful to have when travelling
- Apply to stomach after overindulging or eating large meals
- Add two to three drops to water for a refreshing taste

**TEA TREE**

- Add to shampoo to cleanse the scalp
- Renowned for its cleansing qualities and to revitalise the appearance of the skin
- Apply to fingernails and toenails after showering to cleanse and keep nails looking healthy

**LAVENDER**

- Contains linalool-providing a soothing aroma
- Calms bee stings and insect bites
- Add a few drops to pillows, bedding or bottoms of feet before bed

**dōTERRA LAVENDER PEACE® RESTFUL BLEND**

- Diffuse at night to create a calming environment for babies and children
- Massage into the bottoms of feet at bedtime to help unwind before sleep

**FRACTIONATED COCONUT OIL**

- Apply topically to hydrate skin without interfering with your perfume or essential oil blends
- Mix with calming oils and massage into neck and shoulders for deeper relaxation
- Dilute stronger oils before applying topically to lessen sensitivity

**AROMATOUGH® MASSAGE BLEND**

- Apply to neck and shoulders to promote feelings of relaxation and comfort
- Give loved ones a hand massage
- Add to Epsom salts and enjoy soaking in a hot bath

**FRANKINCENSE**

- Apply topically to help reduce the appearance of skin imperfections
- Massage on the bottoms of feet to promote feelings of relaxation and to balance mood

**LEMON**

- Add a drop or two to water or tea for a fresh crisp taste
- Neutralises odours
- Dilute in spray bottle to clean
- Uplifting to the spirit and the senses

**SMART AND SASSY®**

- Add to water or tea and drink before working out for a revitalizing boost
- A great addition to your water while on a healthy weight management plan

**3. BE HEALTHY WITH DAILY HABITS**

**12 dōTERRA LIFELONG VITALITY PACK® (LLV)**

<p><b>MICROPLEX VMZ</b></p> <ul style="list-style-type: none"> <li>• Provides 22 essential vitamins and minerals for the maintenance of good health</li> <li>• Source of antioxidants that help fight, protect against and reduce cell damage caused by free radicals</li> <li>• Aids in digestion and supports a healthy immune system</li> </ul>	<p><b>ALPHA CRS+</b></p> <ul style="list-style-type: none"> <li>• Digestive Enzyme</li> <li>• Helps to support liver function</li> <li>• Provides antioxidants to help protect cells against oxidative damage</li> </ul>	<p><b>xEO MEGA</b></p> <ul style="list-style-type: none"> <li>• Source of omega-3 fatty acids, eicosapentenoic acid (EPA) and docosahexaenoic acid (DHA)</li> <li>• Helps support cardiovascular and cognitive health</li> <li>• Helps in the absorption of calcium and phosphorus for the development and maintenance of bones</li> </ul>
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**#1**  
PRODUCT  
90-day  
satisfaction  
guarantee

*“Let’s take a minute to look at what you are currently feeling and what you’d like to experience more of (instruct class attendees to fill in this section for themselves and loved ones).”*

Get some feedback from attendees.

Share the essential oils on this page whilst passing the oils around to experience. Make sure you give options that relate to their wellness goals (i.e. their responses).

Cover safe use and dilution explaining benefits of Fractionated Coconut Oil (FCO) (create small blend in FCO to pass around and experience topically).

An option here is to demonstrate aromatic dressing. This is a powerful demonstration on creating daily use habits which support Loyalty Rewards Program (LRP).

Almost certainly the wellness goals of all attendees will be supported by Lifelong Vitality Pack (LLV). Give a brief overview of how full nutrition is not readily attainable through diet alone and how LLV supports the systems of the body to positively impact their wellness goals.

*“LLV is a powerful and simple way to transform your life and meet your wellness goals you all filled out. They are versatile and effective supplements.”*

# Choose the best kit for you

**RETAIL**  
Order through your Wellness Advocate.

OR

**WHOLESALE**  
25% below retail. Membership is FREE with any Enrolment Kit!

A dōTERRA wholesale membership (like Costco®) is \$35 or FREE with any Enrolment Kit. Renews annually for \$25. Receive a FREE 15mL Peppermint oil with renewal! (\$26.50 wholesale value.)

**OIL SHARING KIT**  
**\$1390.00**  
1049.50 PV

**SAVE**  
\$108.25  
+200 FREE Product points\*  
Start at 20% Rewards



ONE BOTTLE OF EACH: 15 mL bottles (unless otherwise noted): Oregano, Lavender Peace, Elevation, Citrus Bliss®, Cilantro and Grapefruit.TWO BOTTLES OF EACH: Frankincense, Wild Orange, Aromatouch®, Balance, PastTense® (10 mL) and Smart & Sassy®.THREE BOTTLES OF EACH: Lemon, Tea Tree, Peppermint, DigestZen®, Lavender, Easy Air, On Guard® and Ice Blue® (5 mL), Petal Diffuser, Cap Stickers For Common Oils (5 Sheets), Fractionated Coconut Oil (4 Oz), Sample Keychain 8-Vial (Black), Wellness Advocate™ Introductory Packet & Enrolment

Please note: This Oil Sharing Kit is different to the International Oil Sharing Kit (USA) as it does not include all the printed brochures.

## HOME ESSENTIALS KIT

**\$330.00**  
235 PV

**SAVE**  
\$ 130.00



Includes: 15mL bottles of Frankincense, Lavender, Lemon, Tea Tree, Oregano, Peppermint, dōTERRA Easy Air®, Ice Blue® (5 mL), DigestZen®, dōTERRA On Guard® Petal Diffuser, and Wellness Advocate™ Introductory Packet & Enrolment.

## FAMILY ESSENTIALS KIT WITH SMART AND SASSY

**\$174.00**  
113 PV

**SAVE**  
\$ 66.40



Includes: 5mL bottles of Frankincense, Lavender, Lemon, Tea Tree, Oregano, Peppermint, dōTERRA Easy Air®, Ice Blue®, DigestZen®, dōTERRA On Guard®, dōTERRA Smart and Sassy®, and Wellness Advocate™ Introductory Packet & Enrolment.

4

*“So, let me ask you... now that you have experienced these essential oils and learned more about their power as well as their safety, would you be open to using the products?”*

*Ok great! So, this is the fun part! You all get to choose the kit you love most so that you too will be able to open your box of essential oils and use them in your everyday life.”*

NATURE'S SOLUTIONS KIT  
\$635.00  
400 PV†

SAVE  
\$ 221.00  
+100 FREE  
Product points\*  
Start at 15% Rewards



ONE BOTTLE OF EACH: 15mL bottles (unless otherwise stated) of:  
DigestZen®, Purify®, Tea Tree®, Oregano, AromaTouch®, Frankincense,  
Lavender Peace®, Easy Air®, Citrus Bliss®, Lavender, Lemon,  
Peppermint, Smart & Sassy®, Lemongrass, On Guard®,  
Pastense®(10mL), Clary Calm® (10mL), Ice Blue® (5mL)

- Ice Blue Rub®
- Correct X®
- Fractionated Coconut Oil
- Easy Air Vapour Stick
- Petal Diffuser

- Wooden Box
- On Guard® Cleansing Toothpaste
- On Guard® Foaming Hand Wash (with 2 dispensers)
- On Guard® Beadlets
- Introductory Packet & Enrolment packet

THE SMARTEST WAY TO BUY: *Loyalty Rewards*

- Place a monthly LRP order of 50+PV to earn free product points.\* Change or cancel any time.
- Percentage of FREE Product points increases by 5% every 3 months up to 30%!



Receive the free Oil of the Month with 125+ PV order placed by the 15th of the month.

Product guarantee: See doTERRA return policy for details.  
\*Product points awarded after placing 100+PV LRP order the following month †Personal Volume ‡Savings off of wholesale price

“There are 3 ways to get your products:

1. Pay retail, which nobody does because it makes no sense
2. Wholesale, which is better. It saves you 25% off retail
3. Or, wholesale plus points which increases your savings over time to 55% off the retail price and includes shipping credits to use for free products to reimburse the shipping costs

Opening your wholesale account is just \$35 plus the products you wanted and \$7.95 for shipping or, the smartest way to go is, select a kit and not only is the \$35 waived but the wholesale prices are even further discounted when you purchase a kit or bundle such as a Wellness box.

If you have a look at this page (hold it up) we have some beautifully curated kits you can start with. This kit is what I covered today and will serve you in most of your daily needs. The Home Essentials Kit has the 10 most popular oils from the Nature’s Solution kit and the diffuser (just add the supplements to next month and start earning free points) and the larger kit is great for those wanting to share with family and friends or those who would like to begin creating an income with doTERRA. This kit here, the Family Essentials Kit, is a great sampler kit with all the top 10 oils in 5ml, plus the Metabolic Blend. Keep in mind for only \$100 more you receive 3 times the value with the Home Essentials Kit.”

## Changing Lives

WHOSE LIVES DO YOU WANT TO CHANGE?

**CHANGE MY LIFE!**

**live THE WELLNESS LIFESTYLE**

Get your Live Guide and schedule your lifestyle overview.

- Get the best results with your products for you and your family.
- Maximize your wholesale membership benefits.

**CHANGE OTHERS' LIVES!**

**share WITH OTHERS**

Get your Share Guide and schedule your hosting overview.

- Host a class and help friends and family find natural solutions.
- Earn free products and more!

**CHANGE MY FUTURE!**

**build AN INCOME & MAKE AN IMPACT**

Get your Build Guide and schedule your business overview.

- Launch your dōTERRA business with proven training and powerful support.
- Create lasting residual income and greater freedom in your life!

**CHANGE THE WORLD:**

Every purchase changes growers' lives and their communities for the better through dōTERRA Co-Impact Sourcing<sup>®</sup> and dōTERRA Healing Hands Foundation<sup>®</sup> Initiatives at [doterra.com.au](http://doterra.com.au) > Our Caring

©Results vary. See dōTERRA Opportunities and Earnings Summary at [doterra.com.au](http://doterra.com.au)

dōTERRA improves lives every day all around the world.  
Join us in making this world a healthier, happier place.

*“Now just before I mentioned ‘wholesale plus points’. This is the ‘plus points’ part. dōTERRA has what must be the most generous customer loyalty benefits going around. As you order the products you want to add to your kit and over time and replace the products you have run out of, dōTERRA credits your member account with a percentage of your purchases that you can use for free products. Each order you place above 50 points attracts free credit points. After 3 months your credit percentage increases from 10% to 15% and then each time you have done 3 months of orders over 50 points per order, you progress in the rewards program all the way up to 30%.*

*In your welcome pack you receive with your first order you will receive these 3 booklets which explain the ways lives are changed when we join dōTERRA.*

*The first is to help you on the path of changing your health and teaches you the benefits of, and how to use, your dōTERRA products. “Live Guide”*

*The second shows how you can change the lives of others by sharing dōTERRA with them.*

*The third opens up the opportunity of impacting many as well as earning a significant income for yourself and your family.”*

If you haven't already, give a brief explanation how Co-Impact Sourcing and Healing hands affects our growers and their communities here.



dōTERRA
WHOLESALE CUSTOMER AGREEMENT FORM

STEP 1 CHOOSE AN ENROLMENT KIT - ALL PRICES ARE AUD

<input type="checkbox"/> <b>W/ INTRODUCTORY PACKET</b> 3200004 \$35.00 <input type="checkbox"/> <b>FINELY ESSENTIALS KIT</b> 4049004 \$174.00 113.00PV <input type="checkbox"/> <b>HOME ESSENTIALS KIT</b> 4119004 \$330.00 235.00PV <input type="checkbox"/> <b>dōTERRA TOUCHER KIT</b> 2142004 \$300.00 145.50PV <input type="checkbox"/> <b>EMOTIONAL AROMATHERAPY KIT</b> 2131004 \$310.00 148.50PV <input type="checkbox"/> <b>OTHER</b>	<input type="checkbox"/> <b>RECEIVE 100 LRP CREDITS*</b> <input type="checkbox"/> <b>DAILY USAGE KIT</b> 2061004 \$599.50 400.00PV <input type="checkbox"/> <b>NATURE'S SOLUTIONS KIT</b> 60201019 \$635.00 400.00PV	<input type="checkbox"/> <b>RECEIVE 200 LRP CREDITS*</b> <input type="checkbox"/> <b>OK SHARING KIT</b> 4099004 \$1,390.00 1049.50PV
10%	15%	20%

**Loyalty Rewards Credits** (Earn up to 30% of your purchase back in points (PV) that can be redeemed for free product)  
\*Please refer to Fast Track flyer on doterra.com/AU/en\_AU

**STEP 2 MONTHLY LOYALTY REWARDS PROGRAM (OPTIONAL)**

POPULAR PRODUCTS			
Lotus	\$1.00/PV	On Guard®	37.50/PV
Wild Orange	12.50/PV	Scrub & Soap®	27.50/PV
Introductory Kit	16.50/PV	Digestion®	37.50/PV
Lavender	26.50/PV	Wedge® Skin Care Kit	35.50/PV
On Guard® Wellness	0.75	Peppermint	23.00/PV

**PRODUCT OF THE MONTH:** SET YOUR LRP ORDER ON OR BEFORE THE 15TH FOR 125 PV OR HIGHER AND RECEIVE THE FREE PRODUCT OF THE MONTH.

**ITEMS:** \_\_\_\_\_ Day of the month you want your LRP order to ship \_\_\_\_\_ (1 - 28)  
 Ship to address above  
 Ship to address above  
(Note: First Loyalty Rewards order will be processed in the month following your enrollment)

**Loyalty Rewards Points:** As a Loyalty Rewards participant, you can earn up to 30% of your purchase back in points that can be redeemed for free product.  
**Product of the Month:** Set your LRP order on or before the 15th for 125 PV or higher and receive the free Product of the Month.

**STEP 3 FILL IN PERSONAL INFORMATION**

APPLICANT NAME	SHIPPING ADDRESS
CO-APPLICANT NAME (IF APPLICABLE)	CITY, STATE, POST CODE
BILLING ADDRESS	CONTACT NUMBER
CITY, STATE, POST CODE	EMAIL ADDRESS
ENROLLING SPONSOR _____ PHONE NO. OR WELLNESS ADVOCATE NO. _____	DATE OF BIRTH _____ CO-APPLICANT DATE OF BIRTH _____
PLACEMENT SPONSOR (IF DIFFERENT) _____ PHONE NO. OR WELLNESS ADVOCATE NO. _____	

**STEP 4 ACKNOWLEDGE TERMS ON BACK BY SIGNING**  
I want to be a Wholesale Customer of dōTERRA Enterprises, S.a.r.l, as serviced by dōTERRA Australia Pty Ltd. (This form can also be found at doterra.com.au)

APPLICANT SIGNATURE	CO-APPLICANT SIGNATURE	DATE
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Credit card information must be submitted through online enrollment at www.mydoterra.com. Credit card information submitted will be stored through dōTERRA. Upon the approval of the order, credit card information should be removed and shredded from this form. Would you like your credit card to remain on file with dōTERRA for future purchases? YES  NO

CREDIT CARD NO.	VERIFICATION CODE	EXPIRATION DATE
		NAME AS IT APPEARS ON CC

“So, if you could all turn to this page in your books. You just need to tick the box relating to the kit you are choosing or if you’re going for individual products Tick the top left-hand box and over here on the right you tick other products and right down the ones you’d like.

Then move to step 2 and choose what you would like on your first loyalty order next month. This is a great way to build up you kit as you are learning to use all the oils and spreads out your spend over whatever time frame suits you. Ensure it ships by the 15<sup>th</sup> of the month to receive the free Product of the Month when your order values at 125 points.

Now we move down to pop in the name you’d like your account in and where we should send your kit.

At the bottom don’t forget your CCV number on the back of your card.

As you continue filling that out, we will be coming around now to help you with your choices and answer any questions you might have.

Thank you so much for the opportunity to share my passion with you.”

Once your form is filled out, come see me. I have a gift of Wild Orange for you all to go home with and a little booklet to help you get using them all right away.

## NATURAL CONCLUSION

### Beginners Conclusion

Practice and teach yourself the following script until it rolls off the tongue naturally.

*“So, let me ask you... now that you have experienced these essential oils and learned more about their power as well as their safety, would you be open to using the products?”*

*(or, “So, let me ask you... now that you have experienced these essential oils and learned more about their power as well as their safety, who is excited to use them and get them into your home? Raise your hand”)*

Now you wait quietly for the positive response to come forth.

*“Ok, that’s great and to be honest that’s what we usually hear. So, by the end of this class you will all have your own wholesale account so that you can go home and begin using these oils in your everyday life.” or:*

*“Ok great! So, this is the fun part! You all get to go home with your own wholesale account so that you too will be able to open your box of essential oils and use them in your everyday life.*

*“dōTERRA make this simple; you have 2 options to open your wholesale account:*

1. *\$35 then choose your oils plus \$7.95 shipping and you are done!*
2. *The second option, which is what we did and what I find the most intelligent, is to choose a kit. We began with the Home Essentials Kit; it has the top 10 basic everyday oils you need to begin your journey - they support you with sleep, immune system, energy, focus, foodie oils, cleaning oils etc.*

*When you choose a kit, you do not pay \$35, just the kit price and your shipping, which you get back in shipping credits (8 shipping credits to use on free product) and as you order monthly you get your shipping credits to use for free product.”*

*“If you have a look at this page (hold it up) we have some beautiful kits you can start with. These two top kits are great starter kits and have the oils I covered today and will serve you in most of your daily needs. They have the same oils in them, the difference between them is this – (now hold a 5ml and a 15ml essential oil, it does not matter which oils you show!) the **Essential Collection Kit has 5ml bottles** (hold up the 5ml bottle) and the **Home Essentials Kit** which is what we started with (if it was the one you started with) **has 15ml bottles** (now hold up the 15ml bottle). So, for around \$150 more you get three times the volume of oils as*

*well as a diffuser. We gift you all with a 5ml Wild Orange to go home with. It's not in this kit and everybody has to have joy bubbles/Wild Orange in their life!"*

*"I began with the "Home Essentials Kit". This was affordable for us and although I wanted more oils, this was a great kit to get started with which had a great selection for me to start using in everyday life without breaking the bank! This kit has the same essential oils as the "Family Essentials Kit" which has all 5ml bottles (show them) and the Active Blend (15ml) as the extra oil and the Home Essentials Kits has all 15ml bottles and the beautiful dōTERRA Petal Diffuser. To me, the Home Essentials Kit represents the best value with three times the volume of oils, a 15ml bottle of Frankincense (worth over \$100 retail) plus a diffuser. I love this kit! All you need is to add Fractionated Coconut Oil and you will have everything you need to get started!"*

This is now a great time to thank the hostess and give her, her gift and gifts to everyone who brought a friend. Get them excited about hosting their own class or to bring buddies to future gatherings.

*"Great! We'd love to help them too..."* lead to a gathering or a meeting with them and their friend or just the person they refer.

Then bring it back with this – to fill in forms. Drum up excitement that they too will have their own surprise to take home.

*"Now if you could all flick to the last page and begin filling out your details here and here and we will come and help you select the kits and oils that best meet your needs. If you know exactly what you want, e.g. Home Essentials Kit and Fractionated Coconut Oil, just tick this box here (by the HEK) and in the other put FCO then come collect your Wild Orange from me (or hostess)"* Or if they have a goodie bag, they go home with mention that here. Everybody loves a gift.

### **Advanced Natural Conclusion with LRP Addition**

*"What I find is at the end of class there are so many oils we want right? So, dōTERRA make this super easy for us – we can order monthly on their monthly rewards program and those monthly orders generate points which go into a credit nest egg which you can dip into at any time for more free products! Isn't that awesome! For me, this is a no brainer; we are using the oils and need to replace them as we use them as well as buy the other oils we love, so why not order and create this credit nest egg which accumulates over time and gives you more freebies?!"*

*“On top of this, dōTERRA reward us monthly with free products and credit points to get free oils with.”*

*“Put simply, when you order a certain amount each month it creates a little nest egg of credits, like fly buys, that you can dip into and use to obtain free oils or products of your choice. When you order products valued at 125 points or more you will receive a free product of the month from dōTERRA!”*

*“They are so generous and make this so easy!”*

*“We will organise a follow up class once you all have your kits and oils in the next 2-3 weeks so we can explore many other wonderful ways to use your oils and introduce you to new oils.”*

*“Who here would like that? (Put up your arm to indicate yes). Great! (Insert hostess name) and I will arrange a time and then (hostess/host) will contact you with the details.”*

*“And if you would like to host your own, let me know! We’d love to come support you and your loved ones.” You can add “There are hostess gifts and surprises for attendees.”*

*“Now if you could all flick to the last page and begin filling out your details here and here and we will come and help you select the kits and oils that best meet your needs.”*

*“I am here if any of you were too shy to ask questions in a group or if you need help with the kits and oils that are best for you. We also have references books and (hostess) and (name of your team leaders/builders that have come to help) here to help too! Enjoy!”*

*“We are looking for teachers. If any of you could see yourself as passionate about natural solutions for health, please come and chat to me.”*

ADAM BARRALET'S "THREE GROUPS OF PEOPLE" SCRIPT



*"What I find at this point in time is that people are in one of three groups:*

1. *You know the oils or what kit you want to get so if that's you, so please go ahead and start filling out the form like I just showed you - I've got some goodies for you to take home tonight so I'll grab those for you shortly.*
2. *Some of you will be in group number 2 where you think you know what you want to get, but you're not too sure and you have a few more questions, great, I'll come around now and talk to each person individually to make sure you feel comfortable and help you with that.*
3. *For those that are in group number 3, you can't see oils being of use in your home at the moment - no problem, if that's the case that's totally OK, here are my details and please feel free to contact me if you want to learn more. Apart from that, hopefully you enjoyed tonight, learned a couple of things and my jokes weren't too bad."*

*Doing this, you can go around the room asking them which group they are in and you don't spend time on those people in Group #3 when they are not ready, instead focusing on the #2's in the room.*

## BOOKING CLASSES FROM CLASSES

A skill to master quickly is to book at least one class from every class you teach. Often Wellness Advocates share that they have run out of people to invite after having done their first few classes. This can happen as a result of not offering those you have been teaching to the opportunity of you coming to teach a class for their loved ones. It is also a great opportunity to reach out for referrals if it comes up in conversation as you are one-on-one with them. They may not be able to host a gathering but will know people who these oils can help.

A great leading question for this is:

*“Who here has thought of at least one person as we have shared stories and the oils (put your hand up). This can be asked toward the end or as you are one-on-one, helping them choose their kit/oils.*

*“Great! We’d love to help them too.” (... lead to a gathering or a meeting with them and their friend or just the person they refer.)*

## BOOKING CLASSES FROM CLASSES (ALLYSE SEDIVY SCRIPT)



Pause after helping the first couple people with their enrolment forms and whip out your 8-vial keychain.

*“Oh my gosh - I forgot to show you something super cool! This is my keychain that holds my 8 on-the-go oils. It’s perfect because you always have your oils with you. If a kid is crying in the back of the car, you have Lavender. If someone eats the wrong thing while you’re out, you have DigestZen. It’s awesome everyone needs one of these on their keys, so they have access to the oils whenever they need them. Who wants one of these?” (Everyone raises their hands.)*

*“So, here’s the thing - you cannot purchase this from me. You earn it as a reward. If any of you would like me to come teach a fun class exactly like what we did today, I’ll send you home with one of these. You get an empty keychain when you put your class on the calendar right now so we will decide on a date right now and for each person who comes to your class, I’ll put an oil in your keychain!”*

*So, if you have four people there, I’ll put four little sample vials in your keychain and if you have eight, I’ll fill the whole thing up.”*

## BOOKING MORE CLASSES AND HELPING PEOPLE GET THEIR OILS FOR FREE

### Converting *product lovers* to *part-time sharers*.

Call them up personally and say:

*“Hi Jenny, it’s Sue Smith. I was just giving you a call to touch base with you. I know we haven’t spoken in a while but, how are you?”*

(Let them respond and ask some questions that will encourage them to expand on their answers. Respond genuinely and have a reconnect before moving on to the reason for your call.)

*“So, the reason I called was that I was online the other day looking at my growing dōTERRA team and I noticed that you have been ordering pretty much every single month. I guess you must be really loving using the oils?”*

(Pause for a response and let them tell you their product stories. If they don’t offer one up, ask which is their favourite, then ask why and how they use it. Ideally you want to hear how something has changed for them using the oils. Have them engage in sharing their stories with you. People love talking about themselves and don’t often have a chance to share what’s meaningful for them.)

*“So, it’s been bugging me for a few days, so I thought I would just call you up to tell you something. Most people on my tree order every month and a lot of them get their oils for free but you don’t and that’s kind of annoying me so I just felt I should call you up to tell you.”*

(They will generally ask at this point... *“How do you get them for free? What do I have to do?”*)

*“So, I get that you don’t necessarily want to do this as a business like me and probably feel like you wouldn’t have the time to add something else on your plate but so many of my friends just host a class once in a while, for people that they love and care for that they know could benefit like they are, from using natural solutions instead of adding toxicity. You don’t need to teach the class or know anything more about the oils than you do already. I will come and do that for you. So, when people want to try the oils and you know they will right?!... we set them up with a wholesale account like you and when they join you get a percentage of that credited to your dōTERRA account so you can use that to pay for your oils instead of your credit card. It’s so easy and apart from having heaps of fun with the class you really can make a huge difference to someone’s life. So, would you be open to getting your orders paid for? Cool, when can we do a class for you?”*

## JODI NAYLOR'S "CLOSE YOUR EARS" PROCESS



The host may feel uncomfortable directly asking her friends to host a class for her. Jodi has found that when you, the presenter/teacher, ask those attending to host a class as a support for their friend, the response can be very positive.

Jodi asks the host to move out of the room *"Can you get some water Sally?"* or says directly, in fun, *"Sally, cover your ears, I've got something to ask your friends."* Once Sally covers her ears (all in fun), Jodi addresses the gathering and asks: *"I know you want to support your friend Sally, and the*

*best thing you can do for her is to give her opportunities to learn how to teach a class by hosting a gathering."*

## TIPS FOR ENROLLING ON THE DAY

In the beginning, you may want to have a team member or upline, on hand to help if the class is any bigger than 3-4 people. Support each other with your classes and arrange to be at each other's classes. The more you see it, hear it, and do it in as short an amount of time as possible, the more proficient you will become, and your results will increase rapidly. The ratio with support is 5:1: for every five guests, you will need one helper. This is great training ground so use it!



Tip: Give the **Live Guide** on enrolment; this is especially important if you don't have an essential oil basics small booklet to give them. They feel greater confidence having something to go home with. It looks professional and will link them back with the journey they went on during the class, reminding them of why they said "Yes!"

## WHAT TO DO IF THEY DO NOT ENROL ON THE DAY?

You let them know that:

*"The specials for this night will last for 48 hours, so how about I give you a call tomorrow evening and you can let me know what you decide and if you need any further clarification I will be able to help with that. Does around 8pm suit you? Great, what is the best number to reach you on? Wonderful, ok I shall speak with you then."*

**Give them a sample to go home with to use that night so they stay connected and anchored in the experience.**

Always make a time to contact them. And let them know you will send or deliver their gift (whatever your promotion/incentive is for the night) once they decide on their oils or kit. If you feel they are tired and confused, guide them, gently and lovingly;

*"Which kit or oils are resonating most with you?"* Pause and give them time to answer.

*"Great! I always suggest going with what is affordable, you will use them with such joy and confidence, and you can always add more oils later or with the monthly ordering program. Tonight, I will give you your Wild Orange and this little guide telling you about the oils to go home with so that you have an oil to begin with straight away!"*

This “little guide” can be:

- Any pocket-sized reference book
- Emotions booklet top 10, or any essential oils basic booklet or guide
- “Healthy can be Simple”
  - These are all available online
- Something you have created – e.g. an eBook

This last option will often convert them from a wobble/uncertain or a ‘no’... to an enrolment. Never push, always guide – gently and with love. Humans like to be guided, especially if they are feeling uncertain or overwhelmed after a class. It is not about pushing a ‘sale’ EVER! It is always about what serves their higher good.

For those in Team Alchemy (for others check what your upline may have already have in place), we have a Welcome series of short emails with videos, an eBook and downloadable recipes for the top products in dōTERRA. You will learn to confidently use your oils in the home and life.

## WELLNESS CONSULTS – “THE PROTOCOL IS...”

As you are doing your natural conclusion and have mastered the script for the beginner you will want to add this to your script as soon as possible. It will not only help people to decide then and there to open their wholesale account but also assist you in getting them to join the monthly rewards program the following month. Enrolling someone is only step one in the process and it is your responsibility as their enroller to empower them with not only the access, but the confident use of the oils.

Say this after you have done your natural conclusion and are about to move around the room helping people with their kit choices.



### The protocol is....

*So, I've just signed up as a Wellness Advocate, what's next?*

We get together to do a Wellness Consult, either face-to-face or Facetime/Zoom/Skype, which is designed to:

1. Teach you how to use the oils you've just purchased.
2. Show you how to use the oils specific to the health concerns of you and your loved ones.
3. Teach you how to use your oils safely.



When can I book that in with you?  
I'm available (date) or (date).

[www.foodalchemistry.com.au](http://www.foodalchemistry.com.au)



**WATCH: The Wellness Consult with Vanessa Jean**  
<https://youtu.be/qzld1fvs-kg>



**WATCH: The Wellness Consult with Adam Barralet**  
<https://youtu.be/F6Qv8lzvKzQ>

A Wellness Consult has many benefits. Conduct a Wellness Consult for EVERY enrolment or for those who haven't enrolled but want to know more.

- Valuable follow-up opportunity
- Increases customer comfort and knowledge of the products
- Creates a wish list



You buy a new TV and it comes with a crazy remote with SO many buttons - there's a learning curve to work it all out! How nice would it be to have someone come in and explain it to you!

Getting a box of essential oils may be a lot like that - overwhelming!



*The Solution?*

## THE WELLNESS CONSULT

Personal | Empowering | Educational

[www.foodalchemy.com.au](http://www.foodalchemy.com.au)

## 2 QUESTIONS

to ask during a Wellness Consult about their health concerns.

1. How is that showing up in your life?
2. How does that make you feel?



This leads you to the emotions behind the health concern and opens the way to looking at essential oils for support.

[www.paulandvanessajean.com](http://www.paulandvanessajean.com)

# There are really enrolments

## 1 OPENING A WHOLESALE ACCOUNT

- Invite
- Set up for a class, tidy house
- Food preparation
- Teach a class
- On-going support
- Follow up classes

▷ Time involved: ongoing time commitment

## 2 EMPOWERING THE MOVE TO LRP

Wellness Consult - listening to their health concerns and pain points so they can feel empowered to use the oils and see how the oils relate to their life.

▷ Time involved: 1 hour

## ✗ LRP *isn't about*

Having to commit to 125PV per month to get the free product of the month.

## ✓ LRP is about

- ⇒ What's affordable for them.
- ⇒ What's sustainable for their budget.
- ⇒ What's impactful for them.



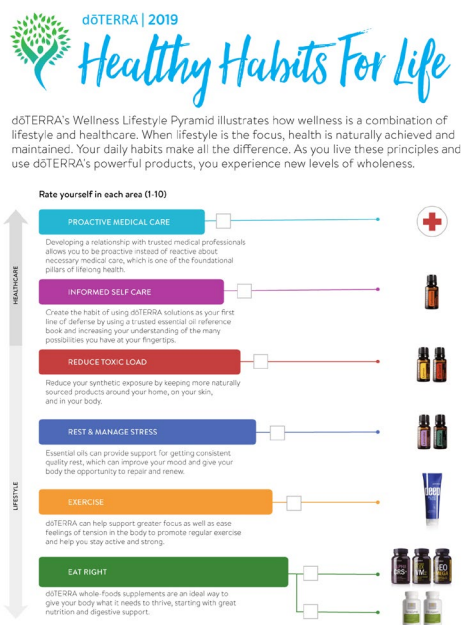
Remember: continued experiences and exposure in the products, Co-Impact Sourcing and Healing Hands initiatives will keep their connection with dōTERRA alive.

Therefore, it's important they become part of your/our community. Add them to your team pages/Team App and have them follow you. For those in the early stages and for ongoing support, add to your upline page for connection with the wider community.

The Wellness Consult is designed around exploring the dōTERRA Wellness Lifestyle Pyramid.

<https://media.doterra.com/us/en/flyers/wellness-lifestyle-pyramid.pdf>

This is an expanded version of the Wellness Consult that is in the Live Guide.



Now that you understand the principles of the Wellness Lifestyle Pyramid, it is time to build your own Healthy Habits for Life plan using these suggestions for daily product use and healthy habits.

**Daily Product Uses**

MORNING	DAYTIME	EVENING
<ul style="list-style-type: none"> <li>Apply 1 drop Frankincense to back of neck</li> <li>Apply 12 drops Balance to bottoms of feet</li> <li>Take Lifelong Vitality Supplements, starting in the morning and finishing desired dosage throughout the day (if needed)</li> </ul>	<ul style="list-style-type: none"> <li>Add Lemon to water throughout the day</li> <li>Apply Deep Blue Rub after exercise</li> <li>Take Terrasyme with meals throughout the day</li> </ul>	<ul style="list-style-type: none"> <li>Diffuse Lavender before bed</li> <li>Put 1 drop On Guard under tongue or take in a Veggie Cap</li> </ul>

**Daily Healthy Habit Ideas**

MORNING	DAYTIME	EVENING
<ul style="list-style-type: none"> <li>Eat a hearty breakfast with whole, fresh foods</li> <li>Meditate or take a moment for personal reflection</li> <li>Go for a morning jog</li> <li>Establish a morning yoga practice</li> </ul>	<ul style="list-style-type: none"> <li>Eat a balanced, light lunch</li> <li>Take a 5-10 minute walk</li> <li>Drink 2-3 liters of water throughout the day</li> <li>Take a quiet moment to write in a gratitude journal</li> </ul>	<ul style="list-style-type: none"> <li>Eat a nutritious dinner</li> <li>Stretch</li> <li>Take a relaxing bath or shower</li> <li>Take a break from electronics before bed... read a book instead</li> <li>Get 7-9 hours of sleep</li> </ul>



LRP from a business perspective is very important. It is a reflection of your retention (ongoing monthly orders is what feeds your business) and your capacity to educate and inspire them. Adam Barralet does this simply and masterfully; watch the video here and duplicate.



**WATCH: The Wellness Consult with Adam Barralet**  
<https://youtu.be/F6Qv8lzvKzQ>

We have created a Wellness Consult Checklist to help you cover what you should do during a Wellness Consult.

## WELLNESS CONSULT CHECKLIST

Wellness Advocate Name: \_\_\_\_\_ ID Number \_\_\_\_\_

- List support network:
  - Provide your name and mobile for support
  - Offer to invite to any relevant Facebook Group(s) you have
  - dōTERRA Member Services **02 8015 5080**
  - Subscribe to Food Alchemy newsletter
  - App support
    - Daily Drop, EoEOils, Essential Emotions
  - Book support
    - Gifts of the Essential Oils by Adam Barralet & Vanessa Jean Boscarello Ovens
    - Essential Life, Essential Emotions
  - Facebook support
    - Team Alchemy Essential Living Product Support (product support)
    - Team Alchemy Biz Leaders (business builders only)
  - Monthly class calendar
  - Learn more – remind them of the Live, Share, Build Guides and Product Guide in Welcome Pack
- Have them watch and connect in with our Getting Started email & video series (with eBook and recipes)
- Recap on their oils and what they do
- Go over their health priorities for them and their family
- Explain how dōTERRA products support wellness
- Biometric scan (e.g. iTOVI)
- Create wellness priorities and set up LRP
- Explain how to order and use their online account
- Make roller bottle or spritzer bottle to meet their needs
- Demonstrate aromatic dressing – encourage this as a daily practice/ritual
- Explain essential oil safety and storage
- How to get your oils for free, book your first class
- What happens from here
- Referrals

WC Conducted by: \_\_\_\_\_ Date: \_\_\_\_\_

## MENTOR FOR CONSUMER SUCCESS

- Aromatic dressing
- Oil in the water on waking
- Diffusing for sleep
- Diffusing for the morning uplift

Post every day the ways to use the oils. Use our website [www.foodalchemy.com.au](http://www.foodalchemy.com.au) and use the images!



### Salted Almond Fudge

1 cup raw cacao powder  
 1/2 cup raw honey  
 1 cup coconut oil, liquefied  
 1 cup almonds, roasted with 2 tsp Celtic salt then cut into desired size  
 6 drops Cinnamon essential oil  
 6 drops Cassia essential oil  
 2 drops Clove essential oil  
 8 drops Cardamom essential oil  
 20 drops Wild Orange essential oil  
 Celtic salt to sprinkle on top

Gently combine all ingredients.  
 Set as desired - in chocolate moulds or as a slab.  
 Freeze until set.

[www.foodalchemy.com.au](http://www.foodalchemy.com.au)

### Cardamom & Cacao Dates

Medjool dates  
 Cacao beans  
 Cardamom essential oil

Carefully pit the medjool dates, taking care not to "mush" them. Add 1 drop of Cardamom essential oil to the open date, then insert the cacao bean and make it as a "sandwich" or leave them in halves.

Simple • Tasty • Nourishing

[www.foodalchemy.com.au](http://www.foodalchemy.com.au)

## FOLLOW UP

- Class in a home: comfortable around a table, 6-8 people
- Or in a home: set it up classroom style and fit as many as will be comfortable
- Class in café: 3-5 people meeting to share health concerns, giving them samples and information, with the option for enrolment there and then just as though you are at home – so be prepared
- One-on-ones: meeting with someone to share a sample or follow up. Use this opportunity to book a workshop/class with them that they host, and you teach. It is such a great way to help them cover the costs of their oils early and straight up!
- Big events in a community centre or special venue - structured event where several people invite leads from their classes from the previous weeks and your builders and leaders invite others to join. Book one per month of these. They are a fabulous way to build up the energy and enthusiasm of everyone. Ideally you want a good mix of existing account holders and new people. Have different speakers, door prizes and samples available. Be sure that everyone brings the required paperwork so they can enrol those that they invite!

Follow Up is Key

Create beautiful gatherings according to your passions or niche, you can collaborate with others with similar interests, this is great for referrals and to access and connect with a new community e.g. yoga, meditation, food, DIY, low toxic living, gut health, hormones, stress-free living, mental health, emotional support etc.

- Increasing retention
- Converting product users or the curious to sharers, builders, and successful leaders
- Increasing product knowledge and confidence in dōTERRA and the products
- Create a series of follow up classes according to your niche or main interests
- Conduct a follow up class after larger classes and events for new account holders to come and learn more! The idea is for them to bring their oils and Fractionated Coconut Oil (FCO) and for you to re-cap how to use the oils they have and introduce them to more. This then helps to set up their LRP and helps with ongoing orders. Great to do a simple make and take here.
- Hand out the **Live Guide** when they first enrol, then give them the **Share** and **Build Guides** depending on their choice from the three pathways of what they would like to earn with dōTERRA. If they choose to do this to earn an income and to build a thriving business, begin mentoring your new sharer/builder with the information in this manual.

- The **Live Guide** gives ideas of incorporating dōTERRA into their daily life and increases retention rate by helping to establish monthly ordering (LRP)
- **Share Guide** is a guide to inviting others to experience and learn more about dōTERRA and the products
- **Build Guide** talks about the value of dōTERRA. This is very powerful after they have experienced a class.



Follow up classes are designed to help you explore your essential oils and teach you new ways to use them in food, around the home, for your health and your wellbeing.

I can even tailor make a follow up class for you!

Emotions Masterclass

The Art of Blending & Aromatic Dressing

Aromatherapy for Everyday Living

Aromatherapy for Men

Women Support (supporting hormones, energy, sleep etc.)

Aromatherapy & Sound to Balance, Nourish and Connect to Spirit

Meditation, Deep Rest & Aromatherapy

Vitality, Energy & Flow with Essential Oils

Food & Essential Oils - Wholefood Cooking & Raw Food

Make and Take: learn how to make body butters, bath salts, scrubs & more

Pure-fume Making

Christmas, Seasonal or Special Occasion

Moods, Emotions & Deep Rest

Baby & Toddler

Green Cleaning

Food, Essential Oils & Sensuality

Back to School

Classes on newly released oils and limited time offers



## BUILD GUIDE

[https://www.doterra.com/AU/en\\_AU/empowered-success-build](https://www.doterra.com/AU/en_AU/empowered-success-build)



This is the first tool to be used when you have identified someone as wanting to share dōTERRA. The main purpose for the Build Guide is to assist you in ascertaining the level of interest, and therefore commitment, that your new sharer has, and what are the first steps for them to take. The questions you, as the experienced Wellness Advocate should be asking are:

*“Where are you now?”*

*“Where do you want to be?”*

*“What do you need to get there?”*

*“Why is it worth it?”*

*“How is this the solution?” (Why can dōTERRA get you to where you want to be?)*

*“How much time can you invest in this per week/per month and for how long?”*

Throughout the Build Guide interview, you will have a conversation and assist the new person to help identify the answers to these questions for themselves. Be careful not to lead them to answers you want to hear. Anything you can convince someone to do, can easily be made obsolete by something they are convinced they should do. That being the case, be mindful to help them find a path and a level of commitment they can believe in. It will be much more sustainable!

Go through the 3-Pathways with them so that they opt in. Look at their commitment for Elite in 6 weeks or 90 days, which is more realistic for them?

The Build Guide explains why the opportunity of building a financial pipeline would be of benefit and what makes dōTERRA a unique opportunity for this. It is exciting to understand that of all the people that open a wholesale account with you today, 65% of them will still be buying their oils 5 years from now. That equals a sustainable business model and income stream that you can move forward with confidence in.

It also explains the different ranks and average monthly commissions at each level, as well as a breakdown of how those commissions are earned through Fast Start, Power of 3, Unilevel and Leadership Pool commissions.

It goes on to invite the new person to think about **“What do you want to create?”** At this juncture, it is important for you to be honest and realistic about the time commitments for each pathway. For us, we say that:

- Pathway 1 (product for free) = 4-6 hours per month (invite and host for 1 class of 6 or more attendees)
- Pathway 2 (supplement your income) = is 10-12 hours per week
- Pathway 3 (replace and multiply your income) = is 25+ hours per week
  - The plus part just allows you to determine the speed with which you rank advance
  - 25 hours invested and executed well will get you to Diamond rank in two years, however if you increase that to 40 hours of intentional activity and duplication, it can be achieved in under a year



### 6 Weeks to a New Rank by Kelly King Anderson

In addition to the above, the Build Guide sets out the first steps to activity. A new person will need some guidance here. They don't have any idea about what kind of goal is reasonable so your assistance will be critical, and this first goal should match the pathway they have chosen. Again, be aware to guide them with what they (not you) want.

Finally, it moves to an activity to create the names list that you will guide the new sharer to complete and to make as comprehensive as possible. This is armour for their initial confidence as they begin to share and make a few mistakes as they are learning. The longer the list, the thicker the armour protecting the confidence that has yet to become unbreakable as it will through experience.

*“The greatest benefit isn't getting what you want. The greatest benefit is what you will need to become in order to get what you want.”*

Eric Worre

There is much truth in this, we need to grow and develop into who we want to be, into our fullness so that we can live our why and our dreams.

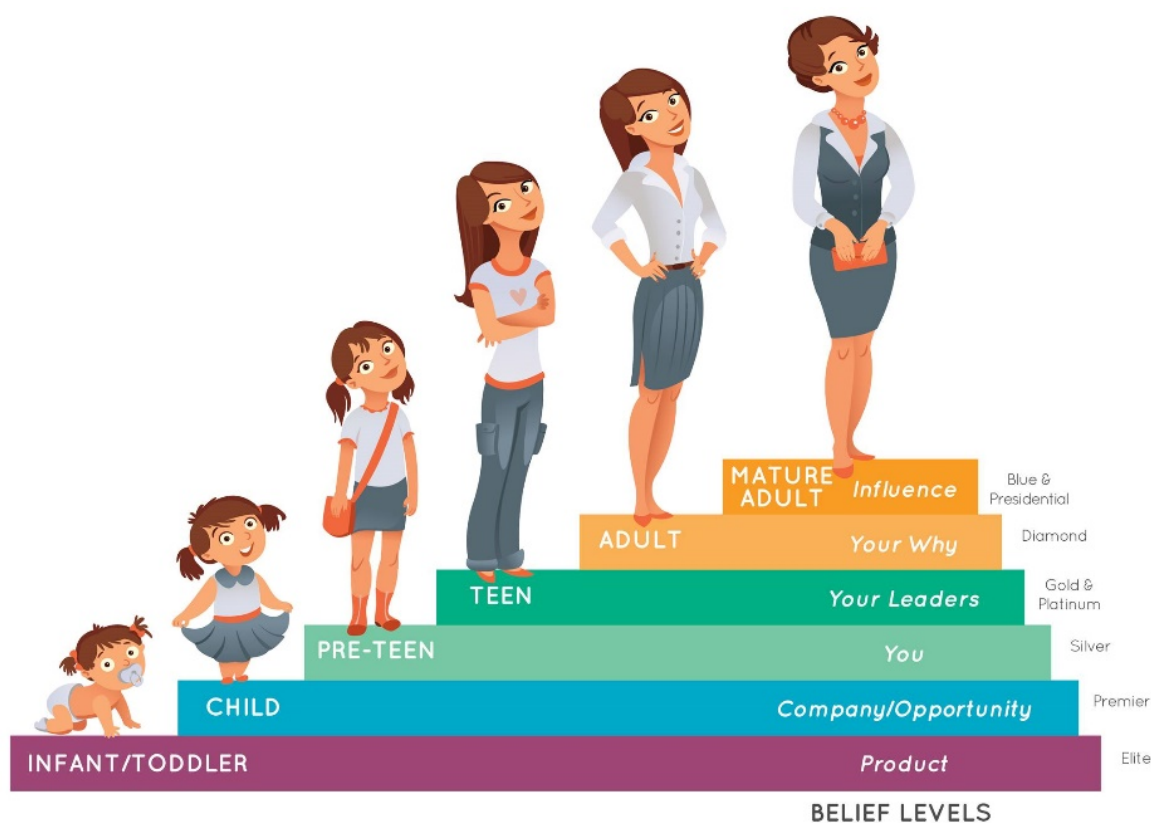
*“How can I best support you?”*

Ask the question “How can I best support you?” when you are guiding them through the five ways to earn with dōTERRA and the three pathways, so that as they choose what suits them (i.e. to earn enough to cover the cost of monthly orders, to supplement their income, or to replace and multiply their income).

Ask this also when mentoring, when guiding, and whenever someone you are working with is feeling flat. Help them to ask for what they want and need and then guide them to the solution, empowering them to find creative ways to re-ignite their passion and purpose.

Remember this is a journey for you and them.





Guide those you are co-creating with, with inspiring books, podcasts, audible, YouTube etc. relative to their development stage and where they are on the summit.

Use Zoom and the telephone to connect – let them see and feel you when they need it, you may not physically be able to be there, let technology be your friend.

Also remember: the voice of one, speaks for many. If one person is going through a challenge there may be others, reach out with love notes, random gifts, text messages and cards/gifts in the mail to support them and let them know you care. You may feel called to go live in your team Facebook group or bring the topic up on your next team call. If you feel it, do it. Honour the inner promptings, they will serve you and your team well.

## Core Role of a Successful Wellness Advocate

- Generate leads
- Sample effectively
- Invite with intention
- Teach and inspire through stories
- Enrol wholesale accounts
- Promote LRP through Wellness Consults & follow up events
- Invite customers to participate in building an income stream for themselves



## BUSINESS RESOURCES



*In joy and love, Paul and Vanessa Jean*



