Share essential oils

How can I share with others?

☐What are the 3 ways people naturally share?

When someone enjoys the benefits of the wonderful essential oils, they naturally want to share. These efforts to share take one of three forms:

❶Casual sharing

❷Active sharing

❸Make sharing your business

How do you want to share?
- ❑ Casual sharing
- ❑ Active sharing
- ❑ Make sharing my business

☐What is required?	☐What is the benefit?
Casual Sharing • Refer your friends, attend classes, and send people to classes, 100PV LRP/mo. (maybe 1-2 hours a week)	• Reach and affect the lives of a few people • Be compensated enough to perhaps pay for your monthly LRP orders (Goal: Elite Rank~$300/mo.)
Active Sharing • Talk to 1-2 people a day, attend or teach weekly classes, find and introduce people to dōTERRA, commit to 100PV LRP/mo. (work 5-10 hours/week)	• Reach and affect the lives of hundreds of people • Receive enough financial compensation to supplement your income (Goal: Silver Rank~$1,500-3,000/mo.)
Make sharing your business • Actively seek people to talk with, talk to 2-4 people a day, follow up on referrals, teach and attend at least 2 classes a week, 100PV LRP/mo. (work 20+ hours a week)	• Reach and affect the lives of thousands of people • Earn enough financial support to replace any income (Goal: Diamond or above Rank~$12,500-115,000/mo.)

☐How do I **casually share** dōTERRA?

• Is your friend **open to learning** about natural health solutions?
• If they are open, **refer** your friend to someone who is actively sharing or making sharing their business

☐How do I **make sharing my business**?

• Understand the principles in this first section of this booklet, and then go to the Build section.
• Ask your supporting Wellness Advocate to share the business opportunity with you.

☐How do I **actively share**?

Step ❶ Discover who to share with
Step ❷ Decide how you will share
Step ❸ Invite them to learn

☐**Step ❶** Who can I share with?

• 1st, Share with people you know
And when you run out of them, …
• Then, Get to know more people

➔

☐How do I **make a list** of people I know?

• Start with the easy stuff, list the people you are **sure will love** essential oils like you do
• Brainstorm a list of **everyone else you know**
• Remember, the only qualification for them to be on your list is that **they have a body**… and they are alive
• Everyone has the right to be asked if they are **open to natural forms of health care**

☐**Brainstorm**: Think of… (categories are merely meant to prompt thought)
• FAMILY: parents, grandparents, brothers, sisters, aunts, uncles, cousins, brothers-in-law, sisters-in-law, kids… etc.
• People who have HEALTH CONCERNS: diabetes, cancer, asthma, headaches, nausea, fatigue, depression, and want to improve overall wellness
• People with INTERESTES or HOBBIES in: fitness, health, natural food, organics, family values, outdoors, entrepreneurial ventures
• People who WORK as: accountants, aerobics instructors, antique dealers, appraisers, chiropractor, dietitian, nurse, piano instructor, yoga instructor…
and more… *add to these categories anything else you can think of…*

Name	Contact detail	Wellness interest	Notes	Open to natural solutions	Open to leaning about oils	Accepted invitation to learn	2-day before reminder	Same day reminder	Attended class
e.g. Snow White	(8793 8378)	sleeping	loves my lemon oil	x	x	x	x	x	x
1.									
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☐Step ❷ How can I share essential oils?

There are many ways to share essential oils. Here are some suggestions:

• **Conversation** – The most effective and easiest way to share is to talk about it naturally in your conversations.

• **Social Media** – post on social media platforms about your wonderful experiences with essential oils, let your friends know you use essential oils and are interested in sharing.

• **Samples** – have essential oils available to share

• **Host a class** – invite your friends over to your place to learn about essential oils

☐Step ❸ How can I invite my friends?

• **Attitude** – How you feel is more important that what you say.
Be sincere. Be motivated by a desire to help others.
THE PRIZE: Remember, you have the amazing essential oils. You are not asking them to give you something. You are offering to share something to them. If others do not accept or are not open, you have lost nothing. Your friends will come around eventually. Keep going.

• **Let it happen naturally** – You don't have to go out to find people. Just find people when you are out. Build relationships. Every natural conversation will come around to two topics, which are perfect for sharing about essential oils: your health, and what you are doing. Be prepared to discuss how essential oils fit into these topics in your life.
THE FORMULA:

1. Ask if they are open to natural solutions. Yes? ✓➔ #2
2. Ask if they would be open to learning about essential oils. Yes? ✓➔ #3
3. Invite them to learn

• **Be prepared** – always be prepared to give an oil experience, have a class date chosen for when your friend can attend a class, and be prepared to answer the question, "What are you up to?"

Examples:

- "I just discovered these amazing essential oils. I'm really excited to use them." or
- "You know how we all try to avoid taking medication or going to the doctor? Well, I just found the perfect solution. (leave them wondering what the solution is)"

What is your answer to "What are you up to?"

_____

_____

_____

Pick a date:

Month: _____ Day: _____

Sun	Mon	Tue	Wed	Thu	Fri	Sat

☐What do I say?

Scripts to invite through natural conversation:

Seek first to **understand your friend** before you share:

- "How do you feel about alternative medicine or natural remedies?"
- "I'm just curious, do you mind if I ask you about your opinion of natural remedies or alternative medicine?"
- "Are you or your family open to natural forms of health care?"
- "Have ever heard of essential oils?"

Empower them with your invitations:

- "Are you open to learning more about essential oils?"
- "Would you like to try using essential oils to reduce your stress and anxious feelings?"
- "Would you be open to attending a class on essential oils with me?"
- "I love using essential oils in my home. Would you like me to tell you why I like them so much?"
- "I love essential oils. In fact, I attend weekly essential oil health classes. Would you be open to coming with me to one of those classes?"

☐Why is it best to use Empowering and Respectful language?

Your goal is to **empower people**. Set a good precedent by using language that respects their choice and leaves the power with them. dōTERRA products are great! Manipulative language is not only unnecessary but also does not foster the wonderful supportive relationships necessary for a good membership experience.

☐**Hosting Checklist:**

PREPARE
- ❑ Pick a venue & date
- ❑ Confirm with class teacher
- ❑ Prepare invitations or flyers
- ❑ Set up venue

INVITE
- ❑ Invite friends
- ❑ Remind 2 days before
- ❑ Remind 2 hours before

DURING
- ❑ Welcome guests
- ❑ Introduce and edify the teacher

AFTER
- ❑ Follow up

☐What do I need to do to host a class?

- Having **another Wellness Advocate teach** the class— Review your date, venue and class list with your supporting Wellness Advocate. During the class, be sure to introduce and edify the teaching Wellness Advocate. Use the Hosting Checklist as a guide.

- **Teaching the class yourself**— If you would like to teach the class yourself, speak with your supporting Wellness Advocate to get tips.

☐How do I follow up?

- If your friend joined, make sure they make an appointment to meet with the supporting Wellness Advocate to maximize their membership

- If your friend did not join, follow up with them. Ask them if they are open to using a sample and whether you could call them to see how it went.

☐What are the benefits of sharing?

- Most people share because of the satisfaction of helping someone else be empowered with essential oils

- You also receive compensation* for everyone you introduce. Speak to you Supporting Wellness Advocate about these benefits

*Make sure you have an LRP 100PV+ to qualify for compensation

Build & Lead

Your Business. Your Opportunity.

☐What is my business?

- Focus on building a customer base (happy customers who continually purchase)

❶ dōTERRA products are **empowering**
- The more people use,
- The more they are empowered,
- The more their lives improve!

empowerment comes from education, support, and ongoing use

❷ dōTERRA products are consumables (**repeatable sales**)
- Build a loyal customer base (repeating purchases)
- Don't just enroll and sell only (one-time purchase)

retail (one-time) purchase (no empowerment)

happy, informed, customer base on LRP

*financially supports your efforts to empower others

☐What is **making sharing my business**?

- There are 3 areas of the business ❶Learn, ❷Use, and ❸Share
- Your job is to improve the experience of those moving through these areas
- This can be broken down into two parts (covered in this Build booklet):

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- Focus & Inspire pg3
- Compensation pg5
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- Business Activities pg11
- Teaching Tips pg14
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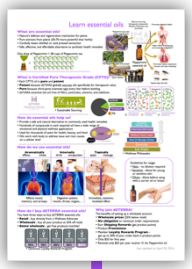
- Expanding Your Contacts pg17

❷ Six Discussions or Classes (Part 2)
1 Introduction Class pg18
2 Membership Maximization pg19
3 Wellness Product Classes pg20
4 Share Discussion pg21
5 Business Opportunity Discussion pg22
6 Mentoring Discussions pg23



learn → Introduction Class or One-on-One Discussion

Anyone open to learn

use → Membership Maximization Discussion; Wellness Product Classes

Anyone open to use

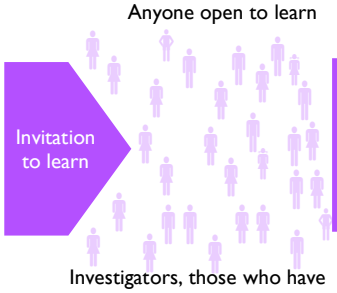
share → Share Discussion; Business Opportunity Discussion; Mentoring Discussions

Anyone open to share

The Learning Continuum

Your Potential contacts and Contacts

Invitation to learn



Investigators, those who have accepted the invitation to learn

Invitation to use

New Wellness Advocates, Users, and Buyers

Invitation to share

Sharers, Builders, and Leaders

The Membership Continuum

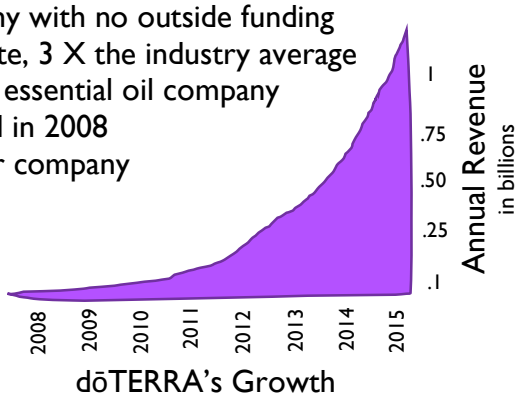
Why dōTERRA?

☐What is the opportunity?
- World health crisis
- Raising healthcare costs
- Trend for natural remedies
- Generous compensation plan
- Consumable products for everyone
- Adaptable business model
- Residual income vs. Hourly wage

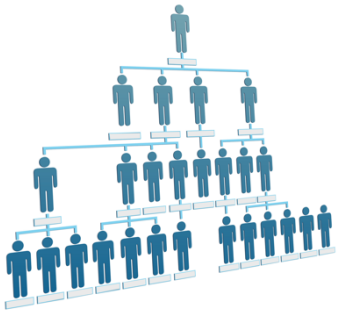
☐What is my opportunity?
- Unlimited earning potential
- Extremely low entry cost
- Simple to apply
- Fantastic Products change people's lives
- Products applicable to everyone (with a body)
- High retention rate
- A stable and reliable opportunity
- Can build a residual income
- Don't need to exchange time for money

☐What makes dōTERRA unique?

dōTERRA…
- is a debt free company with no outside funding
- has 65% retention rate, 3 X the industry average
- is the world's largest essential oil company
- was recently founded in 2008
- is now a billion-dollar company
- is privately owned
- has CPTG!



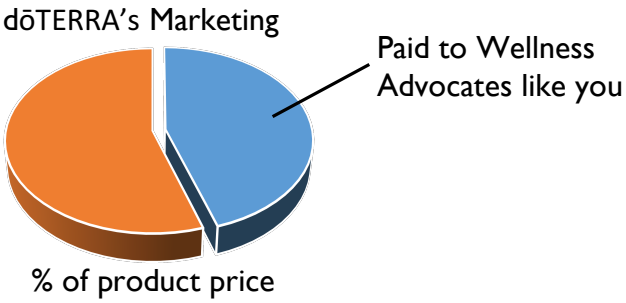
dōTERRA's Growth



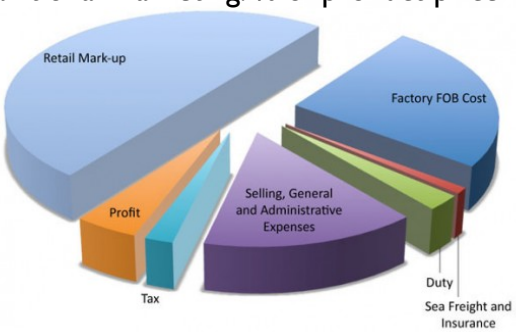
☐Why multilevel marketing (MLM)?

Support. The multi-level compensation is built on the principal of providing the end user with a network of support from like-minded people.

☐Why network marketing?
- Part of a product's price includes the cost of marketing and providing support
- Over 92% of consumers trust recommendations from their friends and family over all forms of advertising (source Nielsen)
- A product like dōTERRA's CPTG essential oils also require **education** and **support** to empower people
- Network marketing is the most efficient and effective way to provide this



Traditional Marketing: % of product price



☐What is the difference between traditional marketing and marketing through networks?

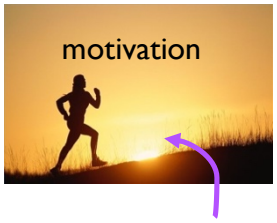
TRADITIONAL MARKETING
- A significant portion of a product's cost goes to marketing and retail costs

MARKETING THROUGH A NETWORK
- A portion of the product's price goes to compensate Wellness Advocates for introducing, organizing, supporting, and leading

Focus & Inspire

☐**WHY** do I want to do this?

- First, know that I can create my destiny
- Second, create it in my mind
- See my creation, capture it, and envision it often
- Use it for consistent motivation day after day



What are my keys for success?

☐Why the WHY? Your WHY keeps you motivated when things get tough.

☐What is my WHY?

- My WHY helps me identify my purpose
- It is my motivating, compelling, and heartfelt intentions
- It is about Being not Having

☐What is my calling or mission in live?

- My mission or calling fuels my WHY
- Think deeper:
  - What is my mission/purpose in life?
  - What was I put on this planet for?
  - What will be my unique contribution to the world?
  - What are my talents/strengths that fulfill me?
  - What do I like spending my time doing?

THOUGHT PROVOKING QUESTIONS:

- What are my values and beliefs?
- Who do I want to be? What do I want to do?
- Why do I want to share dōTERRA?
- How has dōTERRA helped me?
- How can dōTERRA help me achieve my dreams?
- What is my passion for sharing dōTERRA?
- What am I willing to do to be successful?
- How would my life change if I were successful with dōTERRA?

Brainstorm

☐How do I **brainstorm** my WHY?

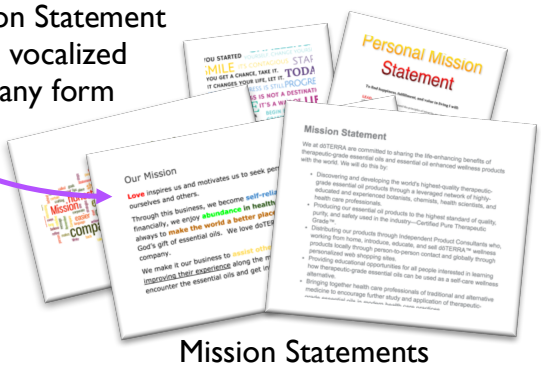
- Ponder the thought provoking questions above
- Think of my own questions
- Get out a piece of paper
- Write out all my thoughts and answers
- My objective is to detect my mission

☐How do I gut-check my WHY?

- ❑ If I achieved this purpose, would I feel complete?
- ❑ Do I genuinely feel this is who I want to be?
- ❑ Does this inspire me?

☐How do I **capture** my WHY?

- Write it down
- Create a Vision Board
  - Pictures on a board of who I want to be
- Write a Mission Statement
  - My mission vocalized
  - It can take any form



Mission Statements

☐How do I **use** my WHY?

- My WHY is my purpose, my vision
- I review it often (daily):
  - Read my Mission Statement
  - Look at my Vision Board
- Use my Mission Statement to make decisions
  - It should give me Guidance, Power, Security, and Wisdom
- Envision it (Take time to daily ponder my WHY)
- Use Affirmation Statements (Feel as if I am there)

[These pages are intentionally in First Person]

☐How do I create affirmation statements?

- Make myself the subject e.g. "I am feeling great as a dōTERRA diamond"
- Make affirmations for myself e.g. "I am a wonderful leader"
- Use present tense e.g. "I am feeling the joy of empowering others"
- Affirm in the positive e.g. "I am financially free and self-reliant"
- Use action verbs e.g. "I am helping others improve their health"
- Be simple and memorable e.g. "I am inspiring others"
- Evoke feelings and emotions e.g. "I feel such gratitude achieving success"
- Be realistic and truthful e.g. "I am talking to three people a day"
- Envision my victory e.g. "I am walking the diamond recognition carpet"
- Evoke all my senses e.g. "I smell the victory party; I see…"

Daily affirm my WHY to myself

Goals

☐How do I set effective goals?

- My goal is my target; it is what I am aiming for; where you **focus**
- I only do tasks that will lead me to this goal (I avoid distractions)
- Effective goals have the following elements:

◎ **Specific** —clear, well defined, give direction, define where I want to end up
◎ **Measurable** —precise information, times, quantities, enable me to identify that I have arrived
◎ **Actionable** —connote doing something, action verb directing me to do some action
◎ **Realistic** —genuinely possible to achieve, something I have control over, may be challenging
◎ **Time-bound** —contains a deadline, sense of urgency, accountability, and helps my prioritization

What are some examples of S.M.A.R.T. goals?

R✓A✓ M✓ S✓ M✓ S✓ S✓ M✓ T✓ R✓
Hold at least one product class and 2 intro classes every week for 4 months.

A✓ R✓ S✓ S✓ M✓ T✓ T✓
Achieve Silver Rank at least once by 30 September this year.

☐How do I write down my goals?

- Tools needed: something to write with (paper, pencil, smartphone…)
- Think of my WHY, where I want to be, what do I need to do to get there?
- First brainstorm what comes to mind, then prioritize what is important
- Put these tasks and destinations in S.M.A.R.T. form

☐How do I gut-check my goals?

❑ Do I feel it is genuinely possible to reach my goal?
❑ Does this goal challenge and inspire me?
❑ Will achieving this goal empower and fulfil me?

CHALLENGE:
• Create a Power Statement by combining your goals with your affirmations:
e.g. "I feel so happy and grateful that I have achieved the rank of Silver in 100 days."

☐How do I use my goals?

- Set daily, weekly, monthly, yearly etc. goals. Breakdown larger goals into smaller ones.
- **Review** my goals as I plan my day (put them where I can see and review them daily)
- Proactively chose to **focus** my tasks, actions, and efforts on achieving these goals and none other
- Use my goals to **make decisions** "Should I invest in this thing? Should I do this first or that?"

❶ ACOUNTABILITY
- Who is my accountability partner? When and how often will I check in with them?

❷ SCHEDULE SUCCESS
- I know my priorities, now. I must schedule tasks and make appointments to **do it!**

❸ CELEBRATE SUCCESS
- How will I celebrate when I reach my goal? What is my extrinsic prize or party?
  ➔ This is very important! (helps with visualization and future success)

Compensation

☐What financial support will I receive when I make sharing my business?

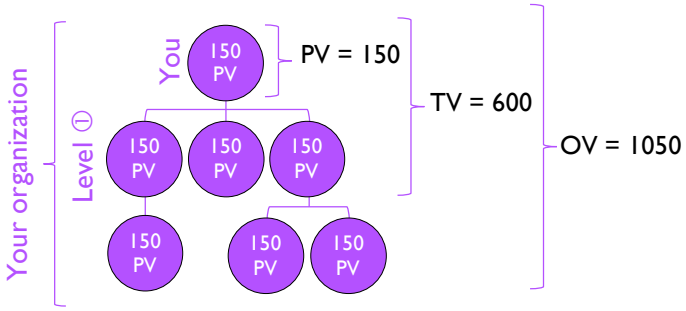
- dōTERRA **pays you to share** based on *introducing*, *organizing*, *supporting*, and *leading*
- Your marketing impact is measured by volume calculated from product points

☐What are product points?

- Each product has a Retail Price, Wholesale Price, and product point value (PV).

Product	Retail	Wholesale	PV
Lemon	$18.00	$13.50	12.50

- PV = Personal Volume = what you buy personally
- OV = Organizational Volume = what everyone in your organization purchases in total
- TV = Team Volume = your volume plus your Level ① volume

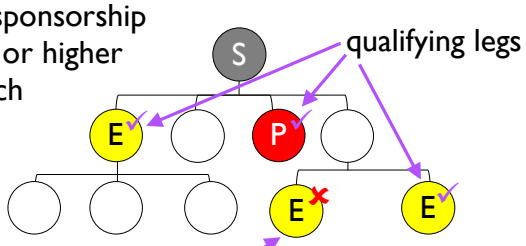


☐How do I qualify for Rank?

- Must meet the qualification requirements each month
  1. Required Personal Volume (PV)
  2. Required Organizational Volume (OV)
  3. Required Personally enrolled legs

☐What is a 'leg'?

- Qualifying sponsor must be personally enrolled
- Direct line of sponsorship
- Required rank or higher
- Must not branch



☐How do I know how I am doing?

- Check your statistics in www.mydoterra.com

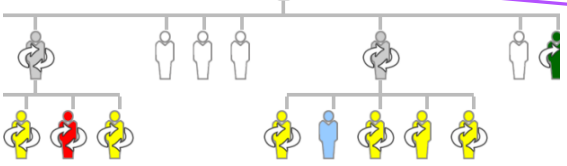
A) You

B) Click on any icon to see the Wellness Advocates information

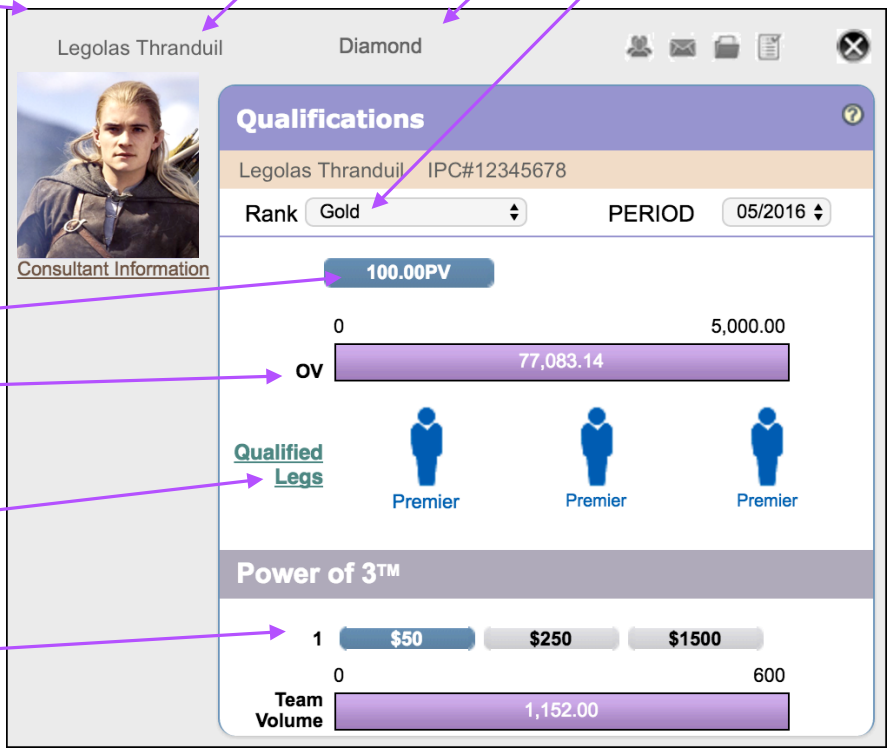
C) Your name

D) Your highest rank

E) Your current rank



Graphical Tree
(as in mydoterra.com)
NOTE: Graphical Trees of smaller organizations have information boxes rather than icons.



F) Your Personal Volume (PV)

G) Your Organizational Volume (OV)

H) Your qualified legs

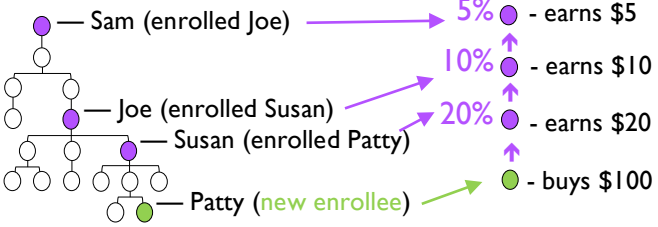
I) Your Power of 3 status

☐What are the 4 ways that I am compensated for sharing?

Compensation for introducing

☐Fast Start ❶

Example:



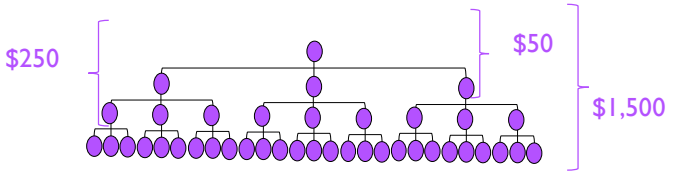
Your Graphical Tree*
(as seen in mydoterra.com)

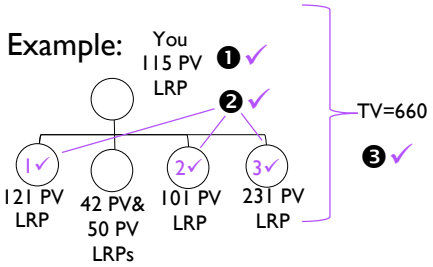
- Paid weekly
- First 60 days only
- Paid based on enrollers

*NOTE: the graphical tree does not represent enroller status

Compensation for organizing support

❷ Power of 3☐





- Paid monthly (after first 60 days)
- Earn $50, $250 or $1,500
- 3 structure requirements:

❶ Your LRP = 100PV+ (in a single order)
❷ 3 Level ① Wellness Advocates LRP=100PV+
❸ Must have a TV = 600PV+

Compensation for supporting

☐Unilevel ❸

- Paid monthly (after first 60 days)
- Paid based on sponsors and rank

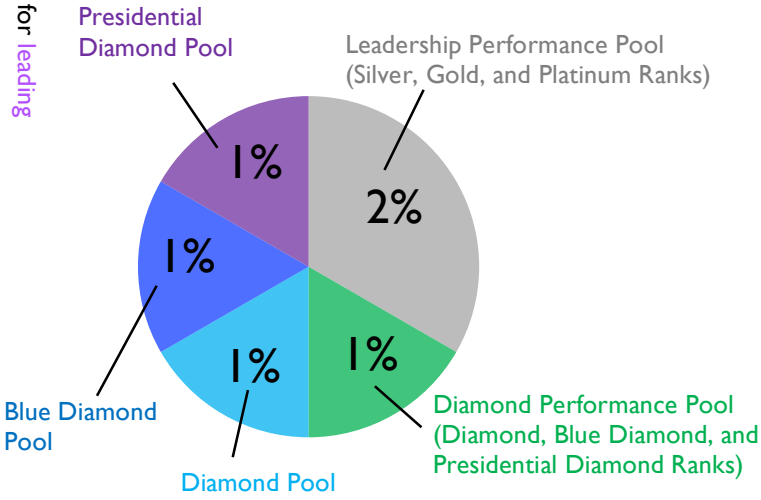
	— Me
Level ① Kat buys $100	— I earn 2% = $2.00
Level ② Ben buys $231	— I earn 3% = $6.93
Level ③ Zoe buys $112	— I earn 5% = $5.60
~~Level ④~~ Gil buys $0	— dynamic compression
Level ④ Sue buys $187	— I earn 5% = $9.35
Level ⑤ Joe buys $387	— I earn 6% = $23.22
Level ⑥ Sam buys $542	— I earn 6% = $32.52
Level ⑦ Bob buys $136	— I earn 7% = $9.52

In total, I earn $89.14!

Compensation for leading

❹ Leadership Bonus Pools☐

- Paid monthly
- 6% of Company Volume is split up for leaders



☐

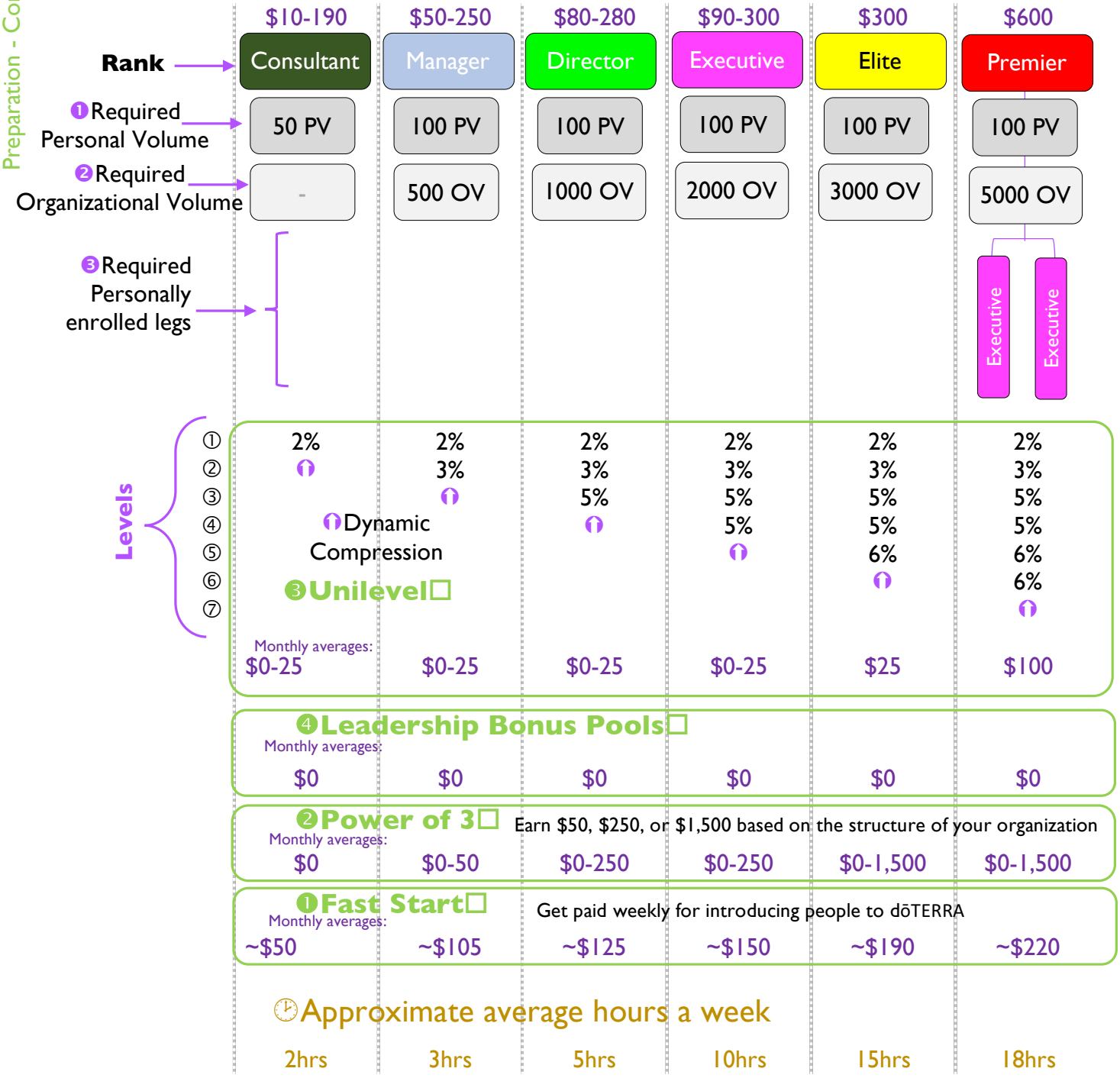
Level	# People	dōTERRA %	dōTERRA $	Other Companies (reversed) %	Other Companies (reversed) $
①	3	2%	$9	7%	$31
②	9	3%	$49	6%	$112
③	27	5%	$252	6%	$355
④	81	5%	$859	5%	$962
⑤	243	6%	$3,046	5%	$2,784
⑥	729	6%	$9,607	3%	$6,065
⑦	2,187	7%	$32,571	2%	$12,626

*Based on Power of 3 Structure with 150PV each

☐Can I earn Retail Profit?

- Yes. Through reselling or through your online store at http://www.mydoterra.com/[your Membership ID]
- Earn 25% = retail profit
- The least profitable way to earn

☐Average* Monthly Earnings:
(sum of Fast Start, Power of 3, Unilevel, and Leadership Bonus Pools)



*Monthly averages – your own earnings will be based on your own performance

US Income Disclosure Statistics of top MLM companies

Top 6 Ranks	It Works!	Nerium	Isagenix	Rodan & Fields	Plexus	dōTERRA
1	$586,000	$880,000	$332,000	$701,000	$443,000	$1,353,000
2	$194,000	$360,000	$69,000	$75,000	$245,000	$462,000
3	$105,000	$150,000	$35,000	$24,000	$119,000	$205,000
4	$54,000	$66,000	$15,000	$15,000	$52,000	$115,000
5	$23,000	$34,000	$7,000	$8,000	$35,000	$59,000
6	$10,000	$15,000	$2,000	$5,000	$23,000	$26,600

Leadership Ranks:

	$2,217	$4,917	$9,583	$17,083	$38,500	$112,750
Rank	Silver	Gold	Platinum	Diamond	Blue Diamond	Presidential Diamond
❶ Required PV	100 PV	100 PV	100 PV	100 PV	100 PV	100 PV
❷ Required OV	-	-	-	-	-	-
❸ Required Personally enrolled legs	3 Elite	3 Premier	3 Silver	4 Silver	5 Gold	6 Platinum
❸ Unilevel ①	2%	2%	2%	2%	2%	2%
②	3%	3%	3%	3%	3%	3%
③	5%	5%	5%	5%	5%	5%
④	5%	5%	5%	5%	5%	5%
⑤	6%	6%	6%	6%	6%	6%
⑥	6%	6%	6%	6%	6%	6%
⑦	7%	7%	7%	7%	7%	7%
Monthly averages:	$300	$500	$1,000	$4,000	$13,000	$60,000-$90,000

Levels

❹ Leadership Bonus Pools

	$2,217	$4,917	$9,583	$17,083	$38,500	$112,750
#Shares of Performance/Diamond Pools	1 share + Elite	5 shares + Elite	10 shares + Elite	1 share + Premier	2 shares + Premier	3 shares + Premier
	Leadership Performance Pool 2% of Company Volume			Diamond Performance Pool 1% of Company Volume		
Plus an additional share for each personal enrollee initially qualifying as				3 shares + Premier	3 shares + Premier	3 shares + Silver
				Diamond Pool 1% of Company Volume	Blue Diamond Pool 1% of Company Volume	Presidential Diamond Pool 1% of Company Volume
Monthly averages:	$150	$750	$1,500	$4,000	$9,000-$12,000	$15,000-$35,000

❷ Power of 3 ☐

Earn $50, $250, or $1,500 based on the structure of your organization

	$2,217	$4,917	$9,583	$17,083	$38,500	$112,750
Monthly averages:	$0-1,500	$0-1,500	$0-1,500	$0-1,500	$1,500	$3,000

❶ Fast Start ☐

Get paid weekly for introducing people to dōTERRA

	$2,217	$4,917	$9,583	$17,083	$38,500	$112,750
Monthly averages:	~$250	~$280	~$300	~$350	~450	~$500

Approximate average hours a week

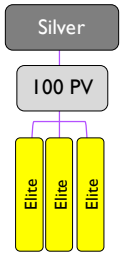
$2,217	$4,917	$9,583	$17,083	$38,500	$112,750
30hrs	38hrs	40-50hrs	40hrs	30hrs	30hrs

Strategy

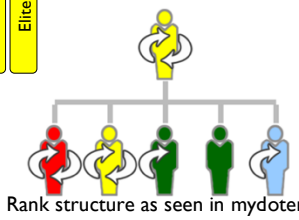
☐How do I strategize building my business?
- Envision the structure you are building
- Identify areas of need within your organization
- Decide where to place people (add people)
- Decide where to focus and strengthen (add volume)

☐Where do I need strategy?
- **Fast Start** Strategy is simply enrolling
- **Leadership Bonus** Strategy is growing
- **Power of 3** and **Unilevel** require structure strategy (see below)

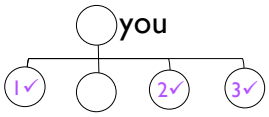
☐How do I **understand** my target rank structure?
- Refer to your WHY and your Goals
- What rank do you want to achieve?



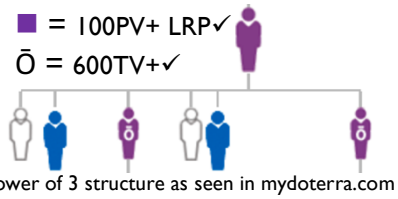
←Silver Rank has 2 requirements:
1) Personal LRP > 100PV
2) 3 personally enrolled Elites on 3 separate legs (an Elite is just 3,000OV + LRP >100PV)


Rank structure as seen in mydoterra.com

☐How do I **understand** my Power of 3 structure?
- Have you achieved a Power of 3 yet? What's next?



←Power of 3 has 3 requirements:
1) Personal LRP=100PV+
2) 3 X Level ① 🧍's with LRP=100PV+
3) TV=600TV+



Power of 3 structure as seen in mydoterra.com

☐How do I **identify** what my needs are?
- Look at your current structure
- Where do you already qualify?
- What is still needed to qualify?

☐Example: BECOMING SILVER

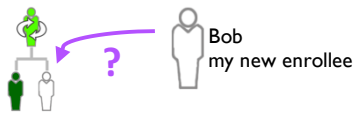
This Elite wants to become Silver
- Determine who is a personal enrollee
- The red Premier here is not a personal enrollee
- There is one personally enrolled Elite ✓
- The rest are personal and two of them are builders
- **Needed**: volume under 2 of the young builders
- **Solution**: Help 2 of the builders reach 3,000OV by increasing enrollments and volume

☐Example: ACHIEVING POWER OF 3
- The TV above is = 600TV+
- The top person has a LRP =100PV+ ✓
- There are two Level ① 🧍's with LRPs=100PV+ ✓
- **Needed**: one more Level ① 🧍 with LRP=100PV+, and a TV of 600TV+
- **Solution**: Enroll 🧍's and help the other Level ① 🧍's increase their LRP volume

☐What is the difference between Enroller and a Sponsor?

Enroller	Sponsor
Function • Introducing / sharing • Adding people	Function • Giving support* • Adding volume
Compensation • Fast Start • Qualifying Legs • Extra Leadership Bonus	Compensation • Power of 3* • Unilevel
In mydoterra.com • Find details in "Consultant Information"	In mydoterra.com • Represented in "Graphical Tree"

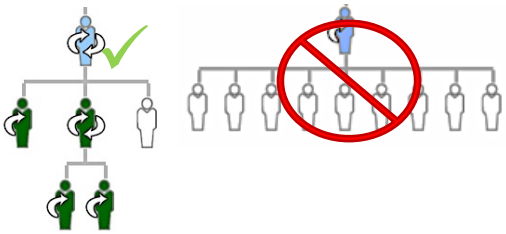
*(The Power of 3 is designed to encourage you to organize support)



☐PLACEMENT TIPS:
- Build for long-term growth

Enroller
- Always keep enrollership until it makes sense to transfer to the Sponsor for long-term rank advancement

Sponsor
- Only place your new enrollees under builders and leaders
- Build down, think Power of 3 (higher Unilevel % at lower levels)
- You should not need more than 3-6 people in Level ①



☐How do I know where to place someone?

This is a critical decision and takes some thought

ENROLLER Considerations
- Who did the work to introduce the new enrollee?

SPONSORS Considerations
- Who will support the new enrollee?
  i.e. Who would they have a good relationship with?
- What is in the best interest of the new enrollee?
- Where do I need volume or growth in my organization?

➔ Have this conversation with all the stakeholders:
- New Enrollee
- Introducer
- Supporter

☐How can I track my Rank?

• Use a chart or a spreadsheet like this Platinum example:

Leg	Leg 1. Fredrico Gonzalez			Leg 2. Inigo Montoya			Leg 3. Prince Humperdink		
Sub-leg	M. Max	Valarie	Albino	Fezzik	Buttercup	Westley	Roberts	Vizzini	Tyrone
Week 1	500	728	23	765	123	345	8763✓	83	401
Week 2	1009	2045	124	2345	324✓	2345	✓	132	554
Week 3	3089✓	7465✓	2542	3456✓	✓	4567✓	✓	2351	2981
Week 4	Elite	Elite		Elite	Elite	Elite	Elite		
Last day									
Goal	3000 PV	3000 PV	3000 PV	3000 PV	3000 PV	3000 PV	3000 PV	3000 PV	3000 PV
Needed	-	-	458	-	-	-	-	649	19
Complete?	✓	✓	no	✓	✓	✓	✓	no	no
				People to focus on Supporting					
	done	done	Rous	done	done	done	done	Booer	Rugen
			Alice					Catin	Chris
			Mandy	Inigo is now SILVER✓					Bob

☐How do I identify builders?

• Builders self-select – they become builders by sharing and doing building tasks
• Typically match the efforts of your builders by doing as much as they do to build their team
• Because your rank requirement legs are personal enrollments, you must find your own builders and leaders
• Lead by example

☐ TIPS:

• If you don't have builders yet, consider asking a family member to enroll temporally as a placeholder. Put your enrollees under them until you find a builder to take their place.
• Keep strong builders close to your front line
• If a builder stops building and no longer wishes to participate, consider discussing with them about transferring their enrollments or their account to someone else

☐How do I make changes to Enroller and Sponsor status?

• Sometimes you cannot change the Enroller or Sponsor
• Advice: let people bloom where they are planted

CHANGING SPONSORS

• **First 14-day placement** - you have 14 days to change the sponsorship in mydoterra.com
• **90-day Premier move option** - if a new Wellness Advocate achieves Premier within 90 days

CHANGING ENROLLERS

• **Enroller Change Option** - you can change the enroller for someone only once, email dōTERRA

CHANGING BOTH

• **Reactivation Option** - after 6 or 12 months of inactivity, you can change the sponsorship and enrollership
• **Transfer Option** - if a builder no longer wishes to build he or she can transfer their account to a person who has not yet enrolled
• **Preferred Member Conversion Option** - a preferred member can convert to a Wellness Advocate and choose an enroller and sponsor
• **Exception Option** - In extenuating circumstances such as death, serious illness, or significant life changes some changes to enrollership or sponsorship can be submitted to the exceptions committee. Typically, these are denied.

Business Activities

☐What should I be doing as a builder?

Building your business. This can be done in 2 ways:

❶ Getting people to use more product (add product)

❷ Get more people (add people)

ADD PRODUCT VOLUME
- Promote LRP
- Product or Wellness Classes
- Promotions

ADD PEOPLE
- Enrolling by yourself (finding)
- Recruit and assist builders (duplicating)

➔Both of these goals can be accomplished by moving people along the Membership Continuum➔

*As people learn, they enroll and add volume

The Learning Continuum

learn → Introduction Class or One-on-One Discussion → Anyone open to learn

use → Membership Maximization Discussion; Wellness Product Classes → Anyone open to use

share → Share Discussion; Business Opportunity Discussion; Mentoring Discussions → Anyone open to share

The Membership Continuum

Your Potential contacts and Contacts

Invitation to learn → Investigators, those who have accepted the invitation to learn

Invitation to use → New Wellness Advocates, Users, and Buyers

Invitation to share → Sharers, Builders, and Leaders

☐What are a builder's activities?

Using the groups represented above:

CONTACTS ➔ move people to the Learn group
- Expand your contacts
- Qualify and invite your contacts to Learn

INVESTIGATORS ➔ move people to the Use group
- Teach Introduction Classes
- Invite people to use (set up a wholesale membership)

USERS ➔ move people to the Share group
- Have a Membership Maximization Discussion
- Teach Core Wellness Classes to Users

SHARERS ➔ help people share with others
- Have a Share Discussion
- Have a Business Opportunity Discussion

☐✎NOTE: Use whatever tools (documents and booklets) you want. The **principles** are the same. Our goal is to improve each member's experience as they grow in dōTERRA.

☐How do I schedule my activities?

Daily Questions
❑ 1. Who can I invite to LEARN?
❑ 2. Who can I invite to USE?
❑ 3. Who can I invite to SHARE? or continue to help share (build)
❑ How will I develop myself as a leader?

Weekly Events
❑ 2 Intro Classes or 1-5 One-on-One's
❑ 1 Wellness Product Class
❑ Membership Maximization Discussions (about 7 days after each enrollment)
❑ Share Discussions (with each User)
❑ Business Opportunity Discussions (with each Sharer)
❑ At least 1 Mentor Call or Visit

Monthly Events
❑ Attend Monthly Training
❑ Celebrate!

☐What are the tasks that I need to do to be successful?

JOB DESCRIPTION:

Learn how to…	Duties and Responsibilities:
❑ Receive a complete Membership Maximization Discussion (give yourself one if necessary) ❑ Set up an LRP order ❑ Obtain and be familiar with an essential oil guide (such as *Modern Essentials*) ❑ Review doterrauniversity.com, doterraeveryday.com, doterratools.com, and mydoterra.com ❑ Download a ①Product Guide, ②Price List, ③Enrollment Kits Flyer, ④Wellness Advocate Enrollment Form, ⑤Product Information Page, ⑥Living Magazine, and ⑦something else that interests you ❑ Review principles in Share section of this booklet ❑ Prepare your answer to "What do you do?" question (try it out) ❑ Speak to two people today ❑ Make a list of contacts and host a class (start a tracking tool) ❑ Attend Wellness Classes ❑ Join a social media group ❑ Make a comment in the group ❑ Understand the basics of compliance ❑ Know where to get complementary products (such as aromatools.com) ❑ Find your WHY (brainstorm and capture it) ❑ Create a vision board or mission statement ❑ Use your WHY (review daily, make decisions, and visualize) ❑ Create some affirmations ❑ Set SMART goals ❑ Use your goals (get an accountability partner, schedule your goals in your planner, and plan your celebration) ❑ Learn Compensation and Strategy Basics well enough to teach them ❑ Understand Compliance ❑ Teach an introductory class or One-on-One (even if it's a practice) ❑ Give a Membership Maximization Discussion (even if it's a practice) ❑ Consider starting a Social Medial Group or page (such as Facebook) ❑ Consider setting up a new email address for your business ❑ Consider setting up a separate bank account for your business ❑ Consider getting business cards	• Build relationships • Expand contacts • Converse with contacts • Qualify and invite contacts • Have One-on-ones • Prepare for classes • Teach Introductory Classes • Enter enrollments • Follow up with attendees each class • Have Membership Maximization Discussions • Answer texts, emails daily • Give general support daily • Teach Wellness (product) Classes • Have Share Discussions • Have Business Opportunity Discussions • Plan day, week, month, year • Review my WHY and goals daily • Track progression of people weekly • Track rank and Power of 3 weekly • Attend training monthly as available • Attend conventions, retreats, and events • Mentor (receive then give) • Read, listen to, or watch works of personal development (apply them) • Learn about products • Buy products (personally)—Monthly LRP • Use products (personally) • Activity on Social Media • Promotions (dōTERRA's and yours) • Accounting and administration * Success is found in consistent application of tried and true principles

☐How do I track people in my Learn, Use, and Share groups?

• Track your friends' experience using a spreadsheet or a table and personal notes (you need both)

MAKING AND TAKING NOTES

Example:

NOTES: Kylo Ren (0432 899 676)

Date: 12 May 2016—phone discussion
Kylo really enjoyed the class last night. He will be coming to next week's class with his sister from Tatooine. I have an appointment for a Membership Maximization Discussion on Tuesday. Wants to know some food recipes that use essential oils.

TRACKING PROGRESS ON A TABLE

	Open to natural solutions	Open to learn about essential oils	Accepted invitation to learn	**Attended Introduction Class**	Open to use essential oils	Accepted invitation to use (joined)	**Maximized Membership**	Began **Wellness Product Classes**	**Share Discussion**	Open to share	Agreed to host class	**Business Opportunity Discussion**	Agreed to build	Wellness Product Classes completed	Open to **Mentoring**
Luke Skywalker	✓	✓	✓	✓	✓										

Teach Tips

☐How do I teach an effective class?

• **Connect, visit**—the principle here is to develop and nourish a relationship, to show respect, love, and help participants feel important and welcome. How: meet and greet each person attending

• **Check for understanding**—the principle here is to assess individuals' understanding and needs, seek first to understand and then be understood, listen and validate what individuals already know, discover early their needs and expectations, so you can tailor your message to them

• **Clarify the objective**—share with the participants what your objective is, include the following:

a. Who you are (Your dōTERRA story)
b. Why you are here (to empower and educate)
c. What they should expect/ What is in it for them (to learn some useful knowledge and skill and be empowered)
d. Ask permission / respect their choice (ask if that objective is okay with them, too)

• **Multi-sensory participation** and **exploratory experience**—While you teach, help people learn using all five senses. This aids in memory retention, and gives them an experience. As soon as possible in the discussion, get their oils in their hands. Smell, touch, taste, and feel. Demonstrate how they are mixed and applied.

• **No-pressure invitation to act**—show them how to act, tell them what the membership benefits are. Use no manipulations.

• **Discussion time** and **measure the success of the objective**—ask if anyone has any questions. Check to see if the objectives are met by asking questions.

• **Close** and **comfort**—tell people this is the end of the class (punctuate the end). Comfort them that this is a learning process and will take time, but that you will support them as they adjust to using essential oils. Schedule to meet with them to Maximize their Membership.

☐TIPS:

• Edification—Ask the host to introduce you to the class and to give some edifying background.

• Product Display—Set up a modest product display for class members to see and feel some of the products discussed in the class.

• Difficult Questions—You may choose not to answer questions. Two scenarios:

>You don't know the answer: "That is a great question. I don't know the answer. I will look into it and get back to you. How can I contact you when I find the answer?"

>Off topic or heckler: "I would love to answer that question. It is outside the scope of this class and a proper answer would take time. May I meet with you after class to discuss it?"

☐Should I give gifts or incentives?

Gifts are cool. They cost the gift-giver. Do a cost-benefit analysis of gift-giving. Ask, the following:

• Do I need to provide an extrinsic reward or motivation?
• Does the gift help the recipient progress?
i.e. A keychain helps them take their oils everywhere

EXAMPLE:

A gift pack for new Wellness Advocates may include…

- LIVING magazine (~$1.50)
- Use essential oil (or some introductory/welcome info)
- Bookmark with Oil Names Conversion info
- Some sample (Toothpaste or Deep Blue)
- Wild Orange ($3 from Empower kit)
- Keychain (~$8.00)
- 10-20 Veggie Caps Samples

(All of these motivate and help progression)

🕐 WHEN TO GIVE?

• Gifts could be given when: hosting, enrolling, completing wellness classes, or reaching some rank goal

Personal Development

☐Why develop?

- Your success comes from desire, skill, and knowledge
- Your WHY is your desire (See Focus & Inspire section)
- Knowledge and Skill come from **Study** and **Practice** (the only way)

☐How do I develop myself?

STUDY

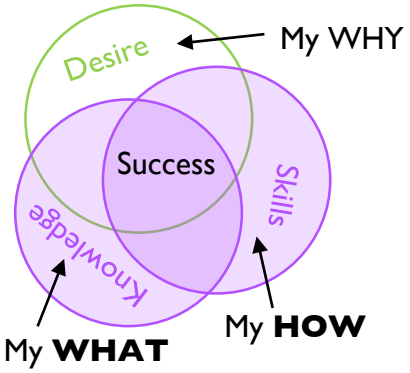
- Accumulate knowledge from experienced, successful, and intelligent people
- Read, listen to, and watch works prepared by these people
- Apply the principles you discover

PRACTICE

- Daily do the same tasks you scheduled from your goal setting exercise
- Ask for feedback from those you teach and those who mentor you
- Record your efforts (track measurable indicators of success)

EXAMPLE: Teach 1-2 Introductory Classes a week…

☐What are my keys for success?



"dōTERRA is a personal development program wrapped up in an essential oils company…"
—James Bybee

☐WARNING

- If you ignore Personal Development, you do so to your own detriment.
- You **cannot** succeed without Personal Development.

PLEASE NOTE: People who progress quicker than others do so because they are ahead of the game in the Personal Development area.

☐Suggested Personal Development Works

1) *The Slight Edge* by Jeff Olson
2) *7 Habits of Highly Effective People* by Stephen Covey
3) *How to Win Friends and Influence People* by Dale Carnegie
4) *Millionaire Women Next Door* by Thomas J. Stanley
5) *Go Pro* by Eric Worre

☐How can I find the **time to work** in my business?

- Time is the same for everyone. Priorities are not.
- Ask first, what are your priorities?
- If this is a priority for you, you **can** make time

☐TIME BLOCKING

- **Decide** how many hours you want to work
- **Plan**. What tasks you need to do the most (most important not most urgent)

(if it is not important, don't do it)

- **Schedule** time, share your schedule and your plans with you stakeholders (family, lover, cat…)
- **Honor** your schedule like your life depends on it (It does. That's all that life is: time.)

Example:

	Mon	Tue	Wed	Thu
9am	Kids to school	Kids to school	Kids to school	Kids to school
10am	Home Cleaning & Organizing	Walk dog	Exercise	Pilates
11am		Visit People		
12pm	dōTERRA time			
1pm	Prepare weekly meals	dōTERRA time	Errands	dōTERRA time

☐Re-scripting and growing

- As you grow, you will likely need to overcome some incorrect beliefs (scripts)
- You can use your affirmations to reprogram your thinking

EXAMPLE:
Limiting belief: I don't know enough
Alternate belief: I know enough for today and I know where to learn more.

☐POWER HOUR

- At first, you may only find an hour a day. Make it count.
- Planning is the key here
- Carry your plan with you throughout the day and add your ideas to it
- When your "dōTERRA" hour comes around, you have already planned in your mind and on paper your key tasks

Example:

① Who will I invite to LEARN?
Come to a class or intro discussion
Auntie Em — Uncle Henry
Dorothy Gale — Almira Gulch

② Who will I invite to USE?
Follow up with those investigating
Glinda Goodwich — Zeke

TIME BLOCK BLANK SCHEDULE

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
9 am							
10 am							
11 am							
12 pm							
1 pm							
2 pm							
3 pm							
4 pm							
5 pm							
6 pm							
7 pm							
8 pm							
9 pm							
10 pm							

POWER HOUR PLAN

TODAY	MY WEEK
Personal Development: What will I read or listen to to develop myself?	❶ Introduction Discussions Scheduled
Expanding Contacts Who will I build a relationship with today?	❷ Member Maximization Discussions Scheduled
① Who will I invite to LEARN? Come to a class or intro discussion	❸ Wellness Product Class Planned
② Who will I invite to USE? Follow up with those investigating	❹ Share Discussions Scheduled
③ Who will I invite to SHARE? Or continue to share (build)	❺ Business Opportunity Discussions Planned
	❻ Mentoring Discussions

Expanding Your Contacts

☐ Answers to "What do you do?":
(30 sec commercial)
- "I do the most amazing thing! I help people save money on medical expenses by using natural health remedies." or
- "I show people how to use natural remedies to improve their health. It's safer, cheaper, and more effective than synthetic drugs."

☐How do I expand my contacts?
- Get better at making friends wherever you go
- Naturally guide conversations to what you do

☐MAKE YOUR BIG NAMES LIST
- Begin with the list in the beginning of the Share booklet
- Expand it to many names by brainstorming
- Renew or rebuild this list every six months or year

☐MULTIPLY YOUR NAMES (SEEK REFERRALS)
- As you speak to people on your list, ask for referrals
- Your friends have friends – your network expands outward
- Especially seek referrals during classes

☐PREPARED FOR CONVERSATION
- Keep some samples with you wherever you go
- Be prepared to answer questions
  - "What do you do?"
  - "Do you have anything for [ailment]?"
- Talk to people wherever you go
- Join a community or social group

(the principle is just to meet people)

☐BOOK CLASSES FROM CLASSES
- Classes are by far the **best way** to expand
- Encourage people to hold classes
- Offer incentives when necessary
- Explain the opportunity to host classes early
- Hold a Share Discussion with people who buy regularly

☐LEVERAGE SOCIAL MEDIA
- Use Facebook, Twitter, Pinterest to connect or reconnect with people
- Be sure to use compliant language and follow dōTERRA's policy for social media marketing

☐OTHER EXPOSURE ACTIVITIES
- Expos or Trade Shows
- AromaTouch Technique services

☐How do I qualify contacts?
- Not everyone is open to using essential oils. Therefore, qualify your contacts before you invite them.
- Spend your efforts with those who are interested.

☐THE FORMULA
❶ Qualifying Question EXAMPLE

"Are you open to using natural health solutions?"

❷ Inviting Question EXAMPLE

"Are you open to learning more by attending my class this Thursday of Friday?"

☐NOTE: Renewing Contacts
- Be motivated by a sincere desire to renew a relationship
- Sincerely ask them about them
- Share about yourself when asked

BRINGING UP dōTERRA
- As a rule, don't bring up dōTERRA
- Wait until they ask you what you do or until the conversation comes around to health
- The conversation will always lead to these topics

NO INTEREST
- If they are not interested or not open, just wait
- Tell them you are always eager to share

…and that you would be happy to talk to any of their friends who might be interested

Introduction Class or Discussion

☐How do I teach an introductory class or One-on-One Discussion?

Why: The objective is to introduce people to the empowerment of dōTERRA's essential oils

Who: Someone who has indicated they are (1) open to natural solutions and has (2) accepted your invitation to learn about essential oils

☐What materials do I need to teach about these amazing essential oils?

1. Intro Class Handout (Learn essential oil or some other tool)
2. Price list with Enrollment Kits
3. Data collection form (Wellness Advocate Agreement Form)
4. A reference guide (*Modern Essentials* or other guide)
5. Popular oils (ones found together in enrollment kits)

Also consider: a diffuser, water glasses, gift for host

☐What do I need to do before class?

- Invite: when you have the date set, you and your host invite people to attend
- Remind them 1-2 days before
- Remind again a couple of hours before

* When you invite them, ask them if it is okay if you remind them

☐What do I do in class?

- Follow your teaching agenda
  a. **Connect** and visit
     - Your host introduces you and edifies you
     - "How was everyone's weekend?"
  b. Check for **understanding**
  c. Share your clear **objective**
  d. Multi-sensory **participation** & exploratory **experience**
     - Here is where you **teach**
     - Use the intro handout as your lesson outline
  e. No pressure **invitation** to join
     - At this point, simply tell them how they can join
  f. **Discussion** time & measure the success of the objective
     - Ask questions "So, who can tell me the three ways to use essential oils?"
     - "Which of these oils did you like the most?"
     - "Do you have any questions or concerns?"
     - Review the reference guide; Have them look up ailments and oils
  g. **Close** and comfort
     - "This is the end of our class."
     - "It is really exciting to discover the amazing benefits of essential oils. I am here to support you as you learn how to apply essential oils in your life."

Chose oils that fit the needs of the audience and are found in popular enrollment kits

☐INSTRUCTION OUTLINE

TIP: Follow the intro handout

- What are essential oils?
  ➔ pass an oil around
- What is CPTG?
  ➔ pass an oil around
- How essential oils help us?
  ➔ pass an oil around
- How we use essential oils?
  ➔ pass several oils around
- How to buy dōTERRA oils?
  ➔ introduce membership early
- Why join dōTERRA?

➔ move on to discussion time

You must ask this. Everyone deserves to be invited. Do not make purchase decisions for others.

☐How do I close?

- "Are you open to using essential oils in your home?"
- "Would you like me to help you create a wholesale account tonight?"
- "What enrollment kit would best fit your needs?"
- "Would you like to take advantage of the promotions tonight?"
- "Can you see yourself doing what I just did?"
- "Do you think you will have any interest earning an income sharing essential oils?"
- Assume the sale.

Maximize Membership Discussion

☐How do I hold a Membership Maximization Discussion?

- **Why**: to help the member maximize their membership
- **Who**: with EVERY member who joins
  (when necessary use Skype, FaceTime, Hangouts, etc.)
- **When**: approximately when they receive their initial order
  (discuss with a long-time member as soon as possible)
- **Materials needed**: (1) Use essential oils booklet or similar tool, (2) a computer with internet access, (3) flyers for classes and events, and (4) a reference book: *Modern Essentials*
- **Checklist** of things to cover with the member
  (use pages 1, 2, and 3 of Use essential oils booklet as a guide)

❑ Help them understand how to use their products
❑ Answer any questions they have before you begin

Holding this discussion as soon as possible prevents problems

☐Step ❶ Review the basics

❑ Review essential oil basics and usage (page 3 of Use booklet)

☐Step ❷ Review how they can lean more

❑ 1) Help the member pull up each online resource
❑ 2) Discuss print resources (i.e. *Modern Essentials*, etc.)
❑ 3) Inform them of upcoming events and classes
❑ 4) Invite them to a social media group
Give them your contact details (maybe others', too)
Discuss who their sponsor (support network) should be
(remember, you have 14 days from enrollment to change this)

☐Step ❸ Review buying at the best price

❑ Review Standard vs LRP orders
❑ Explain product points and LRP benefits (% back)
(For new members, explain there are no LRP orders in the first month)
❑ Explain how their LRP % grows and how it can be lost
❑ Inform them there is compensation for introducing others
❑ Explain Oil of the Month Club (one per month, 2-15th)
(received on the first LRP > 125PV; no free oil of the month first month)
❑ Explain Occasional 200PV Product Promotions (up to 4)
(if they are ordering a lot in those months, advise them to split orders)
❑ Orient them to mydoterra.com (see box over there ☞)
❑ Create (or edit) Loyalty Rewards Order

☐Step ❹ Decide how to participate in dōTERRA

❑ Discuss with them that they can just purchase, or earn rewards for sharing and introducing others
❑ Ask them how they think they will participate
❑ Let them know they can change their mind

☐Step ❺ Know what products will benefit you

❑ Show them dōTERRA has a wide range of products
❑ Invite them to attend the local Wellness Classes

❑ Ask if they are open to Share (set an appointment for a Share Discussion—at another time)
❑ Ask if they are open to you explaining the business opportunity with them (set an appointment for a Business Opportunity Discussion—at another time)

☐How do I orient someone to mydoterra.com?

LOGGING IN

❑ Bookmark www.mydoterra.com
❑ Record Member ID and password in Use essential oils booklet
❑ Have them open a browser and login

SHOP TAB

❑ How to make a standard order
❑ How to make an LRP order
❑ How to purchase products
❑ How to tell they are editing an LRP Order (in side-box and in cart)
❑ How to add product to their cart
❑ How to use product points
❑ How to use A/R balance
❑ Where to check past orders
❑ Where to find out the Product of the Month
❑ Where to find out about promotions (200PV and % off promotions)

DASHBOARD TAB

❑ Where to find total product points
❑ Where to find LRP percentage
❑ Where to find their A/R balance
❑ Where to enroll a friend

*For more of an orientation, see Builders' mydoterra.com orientation in Business Opportunity Discussion page in this booklet.

Wellness Product Classes

☐How do I offer the Wellness Product Classes?

- **Why**: The object of the Wellness Product Classes
  1. Introduce dōTERRA products and their benefits
  2. Based on health needs, the classes provide information to empower participants
  3. Provides a supportive forum for participants to share ideas with other participants

- **Who**: Everyone who has joined and is not familiar with all the products

- **When**: These should be held about once a week on a rotating basis

- **Materials needed**:
  1. Use essential oils booklet
  (or any other live brochure or product guide or participant handout)
  2. Flip chart with presentation
  3. Product to display
  4. Other resources (like class flyers and reference guides)

NOTE: When you first begin, you don't need every product. Just bring the products you have and teach about the others to the best of your ability. Most people are delighted to have you teach and are understanding that you are beginning.

- **Checklist** of things to cover while teaching the product classes

❑ Remind participants to take notes and ask questions
❑ Review Use booklet and point out the Wellness Plan and space for them to record their favorite products
❑ Ask them to write down their biggest health concerns
❑ Start each class by asking them what they already know about the products
❑ Tell stories about experiences with the oils and products
(Stories help people understand value and application)
❑ Be sure to pass the oils or products around (if possible) for them to smell or sample them
❑ Remind them that the oils are concentrated and that they only need one drop or so
❑ At the end of each class, review elements of the Membership Maximization Discussion

"Facts Tell. Stories sell."

1. The basics
2. How to learn more (online, Reference guides, events, and connecting)
3. How to buy products at the best price (LRP etc.)
4. Participate in sharing
5. Wellness Product Classes

- **Completion**
If feasible, offer a gift to those who have attended and completed all five courses (even if it is a small gift)

Share Discussion

☐How do I have a Share Discussion?

• **Why**: The purpose of this discussion is to help others
1. Decide how they want to share
2. Help them plan to host a class or plan to build

• **Who**: Those who are buying and using the products, or those who have indicated during the Introductory Class or Maximization Membership Discussion that they would like to share

• **When**: About a week after the Maximization Membership Discussion (or when suitable)

• **Materials needed**:
1. Share essential oils booklet
   (or any other share brochure or any other applicable tool)
2. Calendar, list, or scratch paper

• **Checklist** of things to cover during a Share Discussion
❑ First discuss what type of commitment your sharer is comfortable to begin with
❑ Explain that they can change their level of commitment as they progress
❑ Discuss what each level of commitment means in terms of effort and reward
❑ When reviewing possible rewards and benefits, it may be helpful to look at compensation
❑ Use the Share essential oils booklet as a guide
❑ For any sharer or builder, the first step is making a list. Help them brainstorm
❑ Let them know you love them and will be there to help them
❑ For those hosting a class, discuss a date and venue, and set a date right there if possible
❑ Practice role playing they might use with their friends
❑ Let your heart and concern for the sharer's success guide your discussion
❑ Listen more than you talk until they are ready (you must understand them before being understood yourself)
❑ Discuss the benefits of sharing (hosting, enrolling, referring)

Business Opportunity Discussion

☐How do I have a Business Opportunity Discussion?

• **Why**: To inform sharers about the opportunity to share and what can be expected
• **Who**: Those who have express the intention to *make sharing their business*
• **When**: About a week after the Maximization Membership Discussion (or whenever suitable)
• **Materials needed**: Share essential oils booklet (or any other share brochure or any other applicable tool)
• **Checklist** of things to cover during a Business Opportunity Discussion

❑ If a builder has just begun sharing, start with the principles in the Share portion of the Share essential oils booklet
❑ Help them understand the expected level of commitment
❑ If they haven't done so already, list out friends
❑ If they haven't done so already, plan a class
❑ Review the following concepts:

- Discovering their WHY
- Setting SMART Goals
- Compensation
- Strategy
- Business Activities
- Personal Development

❑ Explain that there will be much to learn and that you will have to meet together often to work and grow together
❑ Discuss the basic principles of the Membership Continuum
❑ Discuss the following events and discussions

- Teaching Basics
- Expanding Contacts
- Introductory Classes and Discussions
- Maximization Membership Discussions
- Wellness Product Classes
- Share Discussions
- Business Opportunity Discussions

❑ Tell them how they can get support
❑ Discuss a plan of action & record it ➔
* Remind them your goal is to help them become independent as soon as possible

☐How do I orient a Builder to mydoterra.com?

SHOP TAB

❑ Review how to use product points
❑ Review how to use A/R balance

DASHBOARD TAB

❑ Review where to find total product points
❑ Review where to find LRP percentage
❑ Review where to enroll a friend
❑ How to enroll a friend
❑ Explain the difference between A/R, Direct Debit, and ProPay (international)
❑ Where to find your current rank

TEAM TAB

❑ How to check the Graphical Tree
❑ How to check Rank
❑ How to check Power of 3
❑ How to check for someone's enroller
❑ Sponsor changes

myWEB SITE TAB

❑ How to make changes on replicated website (your online store)

OTHER MENU OPTIONS

❑ Review how to make changes to account, profile, and preferences

☐MY PLAN OF ACTION

• My first task

_____

• When we will meet next

_____

• How I will get support

_____

Mentoring Discussions

☐How do I mentor my business partners?

• **Who**:
Mentee—someone who is keeping commitments
➔ Spend your time working with those who move toward you
Mentor—someone with enough experience to assist another
• **What**: Mentoring is providing
  - Leadership and Direction
  - Tracking and Accountability
  - Tools and Support

• **When**: About once a week
• **Where**: Anywhere, face to face, by telephone, or video call (Skype, Hangouts, FaceTime, etc.)
• **Materials needed**: Tools, tracking sheet, reports, etc.
• **Checklist** of things to cover during Mentoring Discussions
❑ **Numbers**. The Mentee needs to report numbers and progress on assignments and goals
❑ Track the Mentee's learning as they progress through the Learning Continuum
❑ Start with discovering their WHY and Goals
❑ Move through each element of Building
❑ Personal Development Book they are reading
❑ The Mentor must hold the Mentee accountable
❑ Celebrate Success

"A wise man learns from his experiences. A wiser man learns from the cumulative experiences of others."
—A Wise Man

☐What **numbers** do we discuss?

Ask your mentee to report on the following activities:
How many and the details of …

1. Introduction Classes or Discussions (& number of enrollments)
2. Membership Maximization Discussions (& number on LRPs)
3. Wellness Product Classes
4. Share Discussions
5. Business Opportunity Discussions
6. Any Mentoring

☐Am I ready to mentor someone?

QUALIFY YOURSELF AS MENTOR
• *"Can I commit to meeting with someone on a regular basis once a week?"*
• *"Do I know enough to help someone do what I am doing?"*

☐How do I choose who I will mentor?

QUALIFY YOUR MENTEE
• *"Are you prepared to set regular goals and consistently work toward them?"*
• *"Are you open to investing ____ hours a week to work in your dōTERRA business?"*
• *"Can you commit to making monthly LRP orders greater than 100PV?"*

☐What are our rules and expectations?

• The Mentee is responsible for building his or her business:
"I will support you. My goal is to help you become independent as quickly as possible. Do you agree to this goal?
I believe as your capability grows we will discover interdependent synergies that will help us both. I agree to mentor you until you complete this material satisfactorily and understand the principles."
• Agree beforehand how to handle difficulties
"There will come a time when you get discouraged. It happens to everyone. I will know this when you stop calling, enrolling, or start making excuses. When this happens (and it happens to everyone), how do would you like me to respond?"
"I will keep to the time agreed. If I miss 3 meetings in a row, I am okay to allow another person to take my time slot."

☐How do I track those I mentor?

- Use a spreadsheet or table
- Track your builder's growth
- Also keep individual notes

	This person has Maximized Membership	Sharing and Business Discussions	Captured their WHY	Obtained sharing tools	Hosted class or intro discussion	Knows how to enroll	Teach an intro class or one-on-one	Gave a Membership Maximization Disc.	Attends Wellness Product Classes	Teach Wellness Product Classes	Have a Share Discussion	Have a Business Opportunity Discussion	Competent in teaching	Expanded contacts	Competent in enrolling	Competent in strategizing
e.g. Egon Spengler	✓	✓	✓	✓	✓											

Track My Progress

My Name: _____

My Member ID: _____

EXPERIENCE:

I Have Participated in the following discussions:

- ❑ 1) Introduction Class
- ❑ 2) Membership Maximization Discussion
- ❑ 3) Wellness Product Classes
- ❑ 4) Share Discussion
- ❑ 5) Business Opportunity Discussion
- ❑ 6) Mentoring Discussions

PREPARATION:

I have done the following:

- ❑ Set up my LRP order 100PV+
- ❑ Discovered my WHY
- ❑ Become familiar with online resources
- ❑ Obtained an essential oil reference guide
- ❑ Attended local classes and events
- ❑ Connected with other Wellness Advocates
- ❑ Prepared my answer to "What do you do?"
- ❑ Reviewed compliance

KNOWLEDGE:

I understand the following principles:

- ❑ The dōTERRA Opportunity
- ❑ My WHY (Focus & Inspire)
- ❑ Compensation
- ❑ Strategy
- ❑ Business Activities
- ❑ Teaching Tips
- ❑ Personal Development
- ❑ Expanding Contacts

DEVELOPMENT:

I have read or listened to the following works:

1. _____
2. _____
3. _____
4. _____

continue…

ACTION:

I have invited the following people to **LEARN**:

e.g. Mike Jackson				

I have taught the following number of **Introduction Classes and Discussions**:

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25

I have invited the following people to **USE** (set up wholesale accounts):

I have had the following number of **Membership Maximization Discussions**:

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25

I have invited the following people to **SHARE**:

I have had the following number of **Share or Business Opportunity Discussions**:

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25