



building  
dōTERRA<sup>®</sup>  
*naturally*

## finding your **WHY**



Knowing your why will empower you to action, pull you through moments of difficulty, and inspire personal growth.

### **TIPS FOR FINDING YOUR WHY**

- Ask yourself for what reason, for what purpose, or to what end do I do what I do?
- Determine what cause or belief inspires you to move forward.
- Don't stop at the first answer you come to. Continue to ask yourself why until you find what really drives you.



### **My Why**

.....  
Once you understand your why, no matter how improbable, the how becomes easier and more enjoyable.

### **EXAMPLE: FINDING YOUR WHY**

I was missing my why. I had thought long and hard about my goals. My first goal was to make enough money to replace my income. I wrote down my goal and why I wanted to achieve that goal.

**Goal:** Replace Income

**Why:**

- To pay my bills
- To set aside resources for my family's future
- To enjoy memorable activities with my family

I believed in my goal and my reasoning, but as I experienced the benefits of essential oils I realized that money wasn't what motivated me to move forward. I began asking myself why and the more I asked the more my focus narrowed. dōTERRA had empowered me to care for my family's health, which in turn had helped me to empower others. When another person tells me no and I'm discouraged, what do you think is more compelling that I want to replace my income or that I want mothers like me to experience the same feeling of empowerment that dōTERRA gave me.

# setting GOALS



Setting goals provides you with long-term vision and short-term motivation. A long-term goal offers you a clear perspective. It helps you see beyond today's work and reminds you that there is a greater purpose.

## Year End Goal



A short-term goal can help you measure your progress toward your long term goal. Short-term goals will shape how you spend your time and clarify the value of it.

## 6 Month Goal

## 3 Month Goal

## 1 Month Goal



Post your goals in a visible place to remind yourself each day of what it is you intend to do. Put them on your computer monitor, bathroom mirror, or refrigerator as a reminder that this is a business and what you put in is what you'll get out.

## WHEN SETTING GOALS, MAKE THEM SMART:



### SPECIFIC

A goal must be clear and well defined. Vague goals lack direction. Make it as easy as possible to get where you want to go by defining where you want to end up.

### MEASURABLE

Include precise information such as dates, times, and quantities. Without a way to measure success, you miss out on the celebration that comes with knowing you have achieved something.

### ACTIONABLE

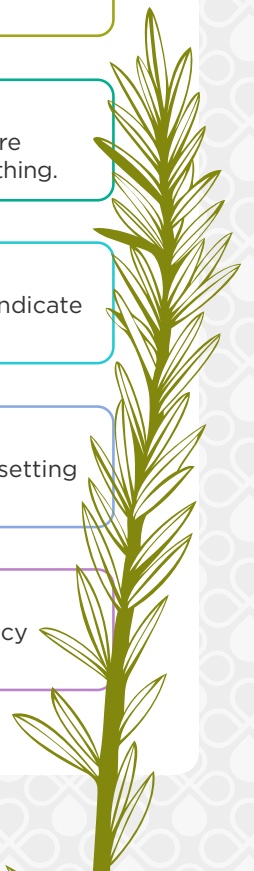
An action-oriented goal begins with a verb that directs what you will do. Use verbs that indicate doing something rather than wanting something.

### REALISTIC

If you set a goal that you have no hope of achieving, you wear away self-confidence. By setting realistic yet challenging goals, you create personal fulfillment.

### TIME-BOUND

Your goals must be time sensitive. When you work toward a deadline, your sense of urgency increases and achievement can come more quickly.







# income earning STATEMENT



The dōTERRA business opportunity is robust and growing. While the vast majority of Wellness Advocates are focused on the use of essential oils for the benefit of their family and friends, for those that want to develop a profitable business by actively working to grow and achieve leadership ranks, there is a significant earnings opportunity as noted below. Of course, each Wellness Advocate's results will depend on the time and effort they put into building their own dōTERRA business.

Rank	Structure	Average Monthly Earnings	Average Annual Earnings	Percent of Leaders
Silver		\$2,200	\$26,000	62%
Gold		\$4,800	\$57,000	22%
Platinum		\$8,800	\$106,000	5%
Diamond		\$16,900	\$203,000	8%
Blue Diamond		\$41,600	\$499,000	2%
Presidential Diamond		\$114,300	\$1,372,000	1%

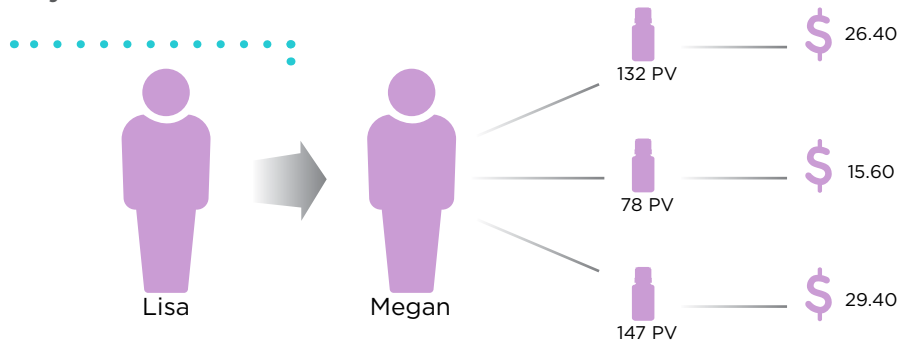
\*This graph is based on the 2013 Income Earning Statement. To view the full statement, please go to [doterratools.com](http://doterratools.com)

# COMPENSATION

## FAST START BONUS

Fast Start allows Wellness Advocates, regardless of their rank, to earn a bonus on individuals they share essential oils with and then enroll. Each Wellness Advocate wanting to earn Fast Start must have a 100PV Loyalty Rewards order to participate. Fast Start is paid weekly on the PV from the orders a new Wellness Advocate places in their first 60 days.

Lisa enrolled Megan. Megan placed three orders in her first 60 days. (Order PV: 132PV, 78PV, and 147PV) Lisa received a check for each of these orders equal to 20% of the PV. (Checks: \$26.40, \$15.60, and \$29.40)

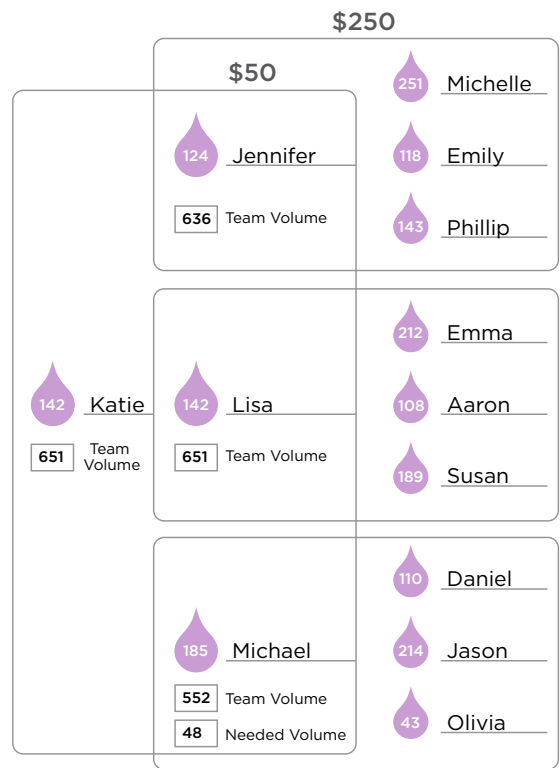


When you help new Wellness Advocates participate in the share program, you are encouraging them to not only receive free product, but to earn a Fast Start Bonus.

## POWER OF 3

If you teach the importance of the Loyalty Rewards Program and develop the structure necessary to qualify for Power of 3, then you will have developed the organization needed for reaching leadership ranks within dōTERRA. Power of 3 is paid monthly. There are 3 Power of 3 bonuses: \$50, \$250, and \$1500. Each can be achieved through structure and team volume.

dōTERRA leaders teach individuals working toward qualifying for this bonus to build to the Power of 4. Adding a fourth Wellness Advocate to your structure increases team volume and prevents you from missing your bonus if a team member in your Power of 3 structure fails to place a Loyalty Rewards order during the month.



## DEPTH VERSES WIDTH

As a Wellness Advocate, you could potentially sponsor all of your new enrollees. However, this wouldn't be strategic in helping you maximize the compensation plan. Instead, place each Wellness Advocate under someone who will educate and support them and in a position that helps structure your volume.

Although you may plan to be the primary support for one of your enrollees, you may find that they would be best placed further down under a builder or sharer. The Power of 3 teaches this concept by requiring structured depth as opposed to keeping all of your enrollees on your top level.

Did you know that our Diamonds with the largest checks have Diamonds on their third and fourth level.



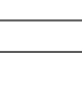













\$250

\$50

Place your team members' names on the appropriate line

Write the order volume for that month in the essential oil drop.

Add the volume for each team, and write the total in the box labeled team volume. Team volume should equal 600 PV.

	<p>\$50</p>  _____  _____  _____ <input type="text"/> Team Volume	 _____  _____  _____
 _____ <input type="text"/> Team Volume	 _____ <input type="text"/> Team Volume	 _____  _____  _____
 _____ <input type="text"/> Team Volume	 _____ <input type="text"/> Team Volume	 _____  _____  _____

## identifying and placing **TEAM MEMBERS**



One of the most important parts of building a dōTERRA business is structuring new Wellness Advocates within your team. When placing new Wellness Advocates identify the activities they are or would like to be engaged in and place accordingly.



### **USER**

- Loves dōTERRA and wants to be a Wellness Advocate for themselves and their household.
- Interested in learning more about the role essential oils play in health and wellness.
- Willing to refer family and friends who show interest to a dōTERRA leader for information.



### **SHARER**

- Loves dōTERRA products and wants to casually share essential oils with others.
- Interested in earning enough in bonuses to pay for their monthly Loyalty Rewards order.
- Willing to host or invite individuals to an event taught by a dōTERRA leader.



### **BUILDER**

- Loves dōTERRA and intentionally shares essential oils with others.
- Interested in replacing income through building a home-based, dōTERRA business.
- Initiates and teaches classes to introduce others to essential oils and the opportunity.
- Actively learns and uses the knowledge they've gained to support team members.

Builders should be placed on your first and second levels. Sharers should be placed on your second and third levels under Builders, and Users should be placed on your third and fourth levels under Sharers. Often, Wellness Advocates who begin as users quickly move into the role of a Sharer or Builder after experiencing the benefits of essential oils. Communicate regularly with your team to ensure they are receiving the correct support. . . . .

A Wellness Advocate has 14 calendar days after a new Wellness Advocate enrolls to move them within their organization.

## **MAINTAIN ENROLLERSHIP**

When you place a personally enrolled Wellness Advocate directly under another team member, that team member becomes their sponsor. Sponsorship is important when referring to Power of 3 and commissions, which are based on structure. When you place a personally enrolled Wellness Advocate under a sponsor other than yourself, maintain enrollership. Enrollership is important when determining Fast Start and rank advancement.

Only give up enrollership when the sponsor has:

- Shown their commitment and support to their team through teaching and mentoring.
- Grown faster and stronger than the enrollee you are transferring to them.
- Advanced in rank and needs the enrollership to reach a leadership level.

