



launch
YOUR BUSINESS GUIDE

It's time to LAUNCH YOUR BUSINESS

Your dōTERRA success is built on the principle of duplication. In this *Launch Guide* you will learn the process of achieving Elite rank, and then how to duplicate it. Follow this duplication process, because your team will do what you do.

LAUNCH

P PREPARE | P E S

1

LAUNCH YOU TO ELITE

Achieve Elite yourself by following the Elite plan outlined below.

The intended outcome is 15+ enrollments, to identify 3+ new builders, and set your structure to earn the \$250 Power of 3 bonus.



Elite
3,000 OV

2

LAUNCH THREE ELITES

Support 3+ builders to duplicate the same Elite plan you followed.

The intended outcome is to structure your \$1500 Power of 3 and to launch 3 new builders right.



Silver



Elite



Elite



Elite

elite FACTORY HOW TO LAUNCH TO ELITE IN 30 DAYS

1 Set Goals & Identify WHY

Know *WHY* you're building dōTERRA, and where you intend to go with it.

pg. 4

- ☐ I have written and shared my goals.
- ☐ I can clearly explain my WHY.

2 Fill in *Elite Planner* & Set Daily Schedule

Fill out *Elite Planner* and plan your time effectively using the Success Schedule.

pg. 5, 7, 8

- ☐ My *Elite Planner* is complete.
- ☐ I know how to make a regular success schedule.

3 Complete *Getting Started Checklist*

Set up important logistics of your business.

pg. 9

- ☐ I completed the *Getting Started Checklist*.

4 Build Your Confidence

Use the Confidence Statement and daily personal development to more rapidly develop a success mentality.

pg. 10, 24

- ☐ I repeat the *Self-Confidence Statement* 2x daily.
- ☐ I do 15+ minutes of daily personal development.

5 Prioritize Your Names List

Identify key contacts and begin tracking their progress using the Success Tracker.

pg. 11, 12

- ☐ I completed *Prioritize Your Names List*.
- ☐ I transferred my top contacts to the *Success Tracker*.

6 Prepare & Invite 45+ people to presentations

Share oil/product samples or opportunity with 45+ people via a sample, story, conference call, video, or social media post. Invite these people to learn more at a presentation. Remind them to attend.

pg. 13, 14

- ☐ I know how to effectively invite.
- ☐ I have invited 45+ people to a presentation.

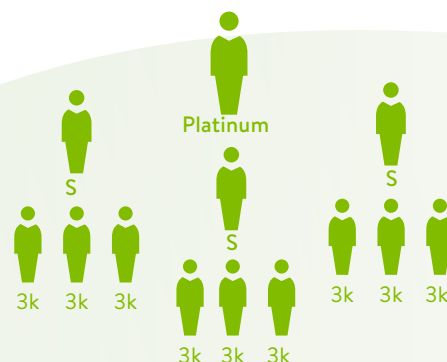
Your success is up to you. You set your pace.
This is the ideal pace for **optimal success.**



RESULTS

Set yourself up to:

- Change 50-100 Lives
 - Grow yourself
 - Get paid
- Your Target Silver Income:
\$2,167 monthly
(including \$1500 Power of 3)



TAKE IT TO THE NEXT LEVEL

Continue to duplicate the Elite Factory in the down-line generations of your team to achieve continued rank and income advancement.

Visit sharesuccess.com/launch for video trainings and to enroll in the *Launch Your Business Challenge*.

LAUNCH

P PREPARE I P E S

7 Present to 30+ people

Present a one-on-one, class, event, webinar, or call with Upline Support. Or attend a presentation with your guest(s).

pg. 15, 16

- ☐ I know all the parts of a presentation.
- ☐ I have presented to 30+ people.

8 Enroll 15+ people

Enroll and follow-up to enroll 15+ people as Wellness Advocates. 200PV average x 15 enrollments = 3000 PV!

pg. 17

- ☐ I know how to enroll a WA online.
- ☐ I have enrolled 15+ people.

9 Book Classes from Classes

Invite others to host classes or build at classes and at the end of wellness consults.

pg. 21

- ☐ I know how to book classes from classes.
- ☐ I invite others to host classes.

10 Strategize Placements

Follow Placement Strategy to ensure good team structure, and to build rank and Power of 3.

pg. 18-20

- ☐ I have a basic understanding of the comp plan and placement strategy.
- ☐ I call my upline for placement help.

11 Support new members with Wellness Consults

Schedule wellness consults within a few days of when they receive their oils. Invite them to host a class and build using the Share and Build Guide.

pg. 21

- ☐ I know how to do a Wellness Consult.
- ☐ I do Wellness Consults within a few days of a new member's oils arriving.

12 Launch 3+ New Builders

Commit enrollees to build by walking them through the Build Guide. Once they have completed their first 3 steps, introduce them to the Launch Guide. Connect with them often to guide their business launch.

pg. 21-23

- ☐ I understand how to launch builders.
- ☐ I have launched 3+ builders.

☐ I am Elite.

Studies at major universities show that the most successful people make clear goals, write them down, review them often, and have an accountability system. To create the success you intend, follow the directions on this worksheet to harness the power of intentional goal setting using proven methods.

1. WHAT ARE YOU EXPERIENCING NOW?

(On a scale of 1-10, 1=false, 10=true)

- | | |
|---|--|
| <input type="checkbox"/> Finances are not a source of stress | <input type="checkbox"/> I am living my dreams |
| <input type="checkbox"/> I am debt free | <input type="checkbox"/> I feel inspired & fulfilled doing what I do |
| <input type="checkbox"/> I have plenty of money in savings | <input type="checkbox"/> I spend as much time as I want with those I care about |
| <input type="checkbox"/> I feel financially prepared for the future | <input type="checkbox"/> I am making a difference (service, charitable giving, etc.) |
| <input type="checkbox"/> I am having the experiences I want (travel, education/self improvement, lifestyle, etc.) | |

2. WHAT DO YOU WANT TO CREATE IN YOUR LIFE? Draw insights from your responses above.

How much more monthly income do you need to create these goals? \$ _____

3. WHAT ARE YOUR dōTERRA GOALS?

Be clear on WHAT you want to create, WHEN you will achieve it, WHY it is important to you, and HOW you will go about accomplishing it. As you accomplish your goals, you will change lives, grow yourself, and get paid for it.

30 Day Goal (non-negotiable)

WHAT
\$ _____/mo.

rank
WHEN

Goal Date

90 Day Goal

WHAT
\$ _____/mo.

rank
WHEN

Goal Date

1 Year Goal

WHAT
\$ _____/mo.

rank
WHEN

Goal Date

WHY

Why am I doing dōTERRA?

Why is that important to me?

Why is that important to me?

Why is that important to me?

HOW

- | | |
|---|---|
| <input type="checkbox"/> Text a picture of your goals to your upline support. | <input type="checkbox"/> Post goals by your kitchen sink, bathroom & bedroom mirrors, & in your office. |
| <input type="checkbox"/> Complete the steps in this <i>Launch Guide</i> . | <input type="checkbox"/> Journal daily to clarify your WHY, and to receive insights on how to achieve your goals. |
| <input type="checkbox"/> Do 5 PIPES a day. | |

CLASS 1		DATE	CLASS 2		DATE
DATE/TIME			DATE/TIME		
HOST			HOST		
PRESENTER			PRESENTER		
LOCATION			LOCATION		
DESIRED SHARE PROGRAM PKG:			DESIRED SHARE PROGRAM PKG:		
INTENTIONS: ENROLLMENTS VOLUME NEW CLASSES BOOKED		FOR HOST: Share Guide/Class Planner <input type="radio"/> Enroll in Share Program <input type="radio"/> Incentive Booking Gift <input type="radio"/> Upline or class DVD teaches, I share oil experience	INTENTIONS: ENROLLMENTS VOLUME NEW CLASSES BOOKED		FOR HOST: Share Guide/Class Planner <input type="radio"/> Enroll in Share Program <input type="radio"/> Incentive Booking Gift <input type="radio"/> Upline or class DVD teaches part, I teach part
CLASS 3		DATE	CLASS 4		DATE
DATE/TIME			DATE/TIME		
HOST			HOST		
PRESENTER			PRESENTER		
LOCATION			LOCATION		
DESIRED SHARE PROGRAM PKG:			DESIRED SHARE PROGRAM PKG:		
INTENTIONS: ENROLLMENTS VOLUME NEW CLASSES BOOKED		FOR HOST: Share Guide/Class Planner <input type="radio"/> Enroll in Share Program <input type="radio"/> Incentive Booking Gift <input type="radio"/> I teach, upline or class DVD supports	INTENTIONS: ENROLLMENTS VOLUME NEW CLASSES BOOKED		FOR HOST: Share Guide/Class Planner <input type="radio"/> Enroll in Share Program <input type="radio"/> Incentive Booking Gift <input type="radio"/> I teach entire class

PLAN ONE-ON-ONES

ONE-ON-ONES	
NAME	NAME
DATE & TIME	DATE & TIME
Enrolled <input type="radio"/>	Enrolled <input type="radio"/>
NAME	NAME
DATE & TIME	DATE & TIME
Enrolled <input type="radio"/>	Enrolled <input type="radio"/>
NAME	NAME
DATE & TIME	DATE & TIME
Enrolled <input type="radio"/>	Enrolled <input type="radio"/>
NAME	NAME
DATE & TIME	DATE & TIME
Enrolled <input type="radio"/>	Enrolled <input type="radio"/>

CELEBRATE ELITE		
CLASS 1 VOLUME	PV	TOTAL PV 3000 OV = <i>you're Elite!</i>
CLASS 2 VOLUME	PV	
CLASS 3 VOLUME	PV	
CLASS 4 VOLUME	PV	
ONE-ON-ONES	PV	

*Enrollment Incentives: _____

Calculate number of classes needed by dividing total PV needed by average class volume.

*Recommended offer for enrolling with a kit withing 24 hours of class: dōTERRA keychain

For also booking a class: fill keychain with Lavender, Melaleuca, Lemon, OnGuard®, Peppermint, Slim & Sassy®, DigestZen®, Breathe



Healthy Living
SIMPLY

100% FRESH FRUIT



- Set goals, plan, strategize
- Train with this *Launch Guide* & sharesuccess.com/launch
- Do daily personal development
- Attend team calls & monthly trainings
- Receive regular mentoring

- Expose prospects to product/
opportunity (i.e. sample, story, conf. call,
video, social media post)
- Invite to learn more (i.e. class, one-on-one,
event, webinar, call)
- Remind guests to attend

- Present the products or opportunity via one-on-ones, classes, webinars, and calls (in person or online), or attend an event with guests

- Enroll new Wellness Advocates
- Enroll in LRP (Wellness Consults)
- Commit to share & host a class
- Commit to build

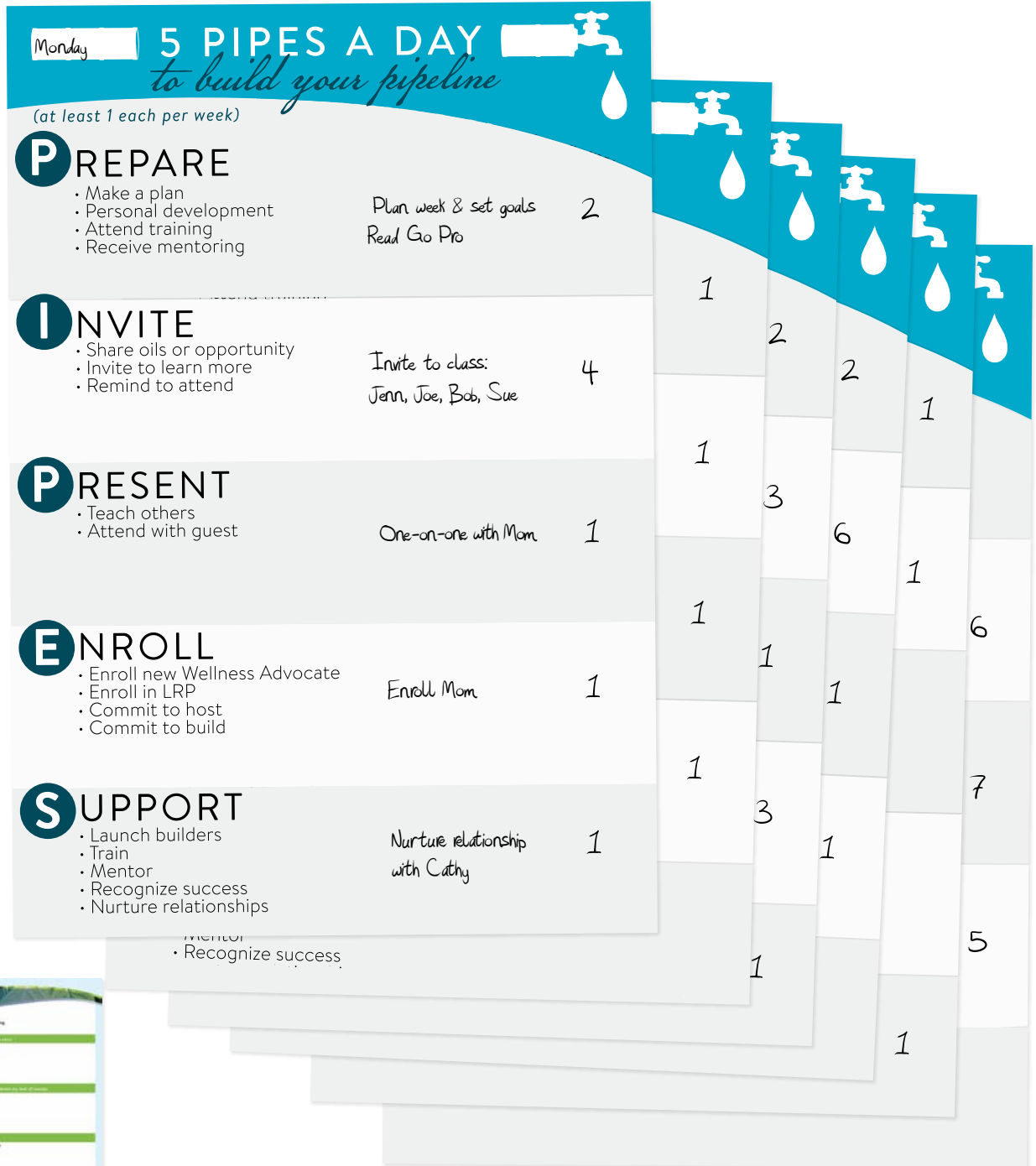
- Launch new builders
- Support events (teach, attend, etc.)
- Train
- Mentor builders
- Nurture relationships
- Recognize success

6

Success is scheduled! Create a space in your schedule to do 5 PIPES a day. This is a numbers game.

The more people you effectively share with, the more lives you'll change, and the more results you will achieve! If you do **5+ PIPES a day**, you'll have the flow you need to create success and grow yourself in the process.

"No success is immediate. Nor is any failure instantaneous. They are both the products of the slight edge; the power of daily actions, compounded over time." - Jeff Olsen, The Slight Edge



ACCOUNTABILITY CHECK-IN

Complete and send to your sponsor weekly by Tuesday at noon. Report to your sponsor and your long-term sponsor with this form.

1. **Check-in** - How did you do this week? (What went well? What are your goals for next week?)

2. **Challenge** - What is your biggest challenge? (What is your biggest obstacle? What is your biggest fear? What is your biggest dream?)

3. **Development** - How did you grow this week? (What are your goals for next week? What are your dreams for next year?)

4. **Accountability & Goals**

PIPE	Count
P	1
I	2
P	2
E	1
S	6
TOTAL	12

My success is due to: 1. My sponsor's advice 2. My own hard work 3. My own dreams 4. My own goals 5. My own actions 6. My own results 7. My own success 8. My own failure 9. My own growth 10. My own change 11. My own progress 12. My own achievement 13. My own accomplishment 14. My own success 15. My own failure 16. My own growth 17. My own change 18. My own progress 19. My own achievement 20. My own accomplishment

See Success Check-in on page 23.

Accountability is key to your success. Track your PIPES activities on your calendar or on the 5 PIPES Post-it, then tally your weekly total, and transfer to your Success Check-in. This is part of your accountability process used during your mentoring session with your mentor.

"Success is the sum of small efforts, repeated day in and day out." Robert Collier

Weekly dedicated
dōTERRA hours 11

PREPARE

- Plan, set goals, strategize
 - 10 min
- Do daily personal development
 - 15 min
- Attend weekly team training call/event - 1 hr
- Receive weekly mentoring 20 min

INVITE

- Share oils/story/experience
 - 10 min
- Invite to learn more - 5 min
- Reminder phone call - 5 min
- Reminder text - 2 min

PRESENT

- Send video presentation
 - 5 min
- Present (one-on-one, class, event, webinar, call - in person or online) - 1-2 hrs
- Attend one of above with guest(s) - 1-2 hrs

ENROLL

- Enroll new Wellness Advocate
 - 20 min
- Enroll in LRP (Wellness Consult) - 45 min
- Commit to share & host - 10 min
- Commit to build - 45 min

SUPPORT

- Launch new builders - 1 hr
- Support events (teach, attend)
 - 1-2 hrs
- Train - 1 hr
- Mentor my builders - 20 min
- Recognize success - 5 min
- Nurture relationships - 10 min
- Promote events - 5 min

5 PIPES A DAY

LAUNCH

PREPARE
INVITE
PRESENT
ENROLL
SUPPORT

M	T	W	T	F	S
Plan week & set goals Read Go Pro	Read Go Pro	Read Go Pro Team call	Read Go Pro Mentor call	Read Go Pro	
25 min	15 min	1 hr 15 min	35 min	15 min	
Invite to class: Jenn, Joe, Bob, Sue	Invite Sharon to watch webinar	Invite work friends to class	Reminder calls for class	Invite Grandma to class	Test guests
20 min	5 min	10 min	25 min	5 min	15 min
One-on-one with Mom	Send video to Ray	Send Ricc of the Entrepreneur to Jason	Send webinar to east coast friends	(I'm presenting Saturday!)	Class at Melanie's
60 min	5 min	5 min	10 min	25 min	2 1/2 hrs
Enroll Mom	Schedule class with Cindy & enroll in share program	Group Wellness Consults with Jill, Stephanie & Bob	Commit Suzi to build		Enroll 5 guests at class
10 min	10 min	45 min	45 min		
Nurture relationship with Cathy	Mentor Melanie	Promote team training to Cathy's leg		Congratulate Suzi for deciding to build by email	
10 min	20 min	15 min		5 min	
2 hr 5 min	55 min	2 hrs 30 min	1 hr 55 min	50 min	2 hrs 45 min
					11 hrs

Be the master of your day!

Below is a sample week showing what minimum ideal activity looks like for your 30-day build to Elite. Schedule time to do a minimum of 5 PIPES a day in your personal weekly calendar. Success is not a destination, it's a habit. As days turn into weeks and the weeks turn into months, you will experience the power of daily action compounded over time.

GETTING STARTED *checklist*

☐ 1 SET UP YOUR BACK OFFICE

Login to mydoterra.com to:

- Register for your backoffice with a password (if it wasn't done at the time of your enrollment)
- Set up a 125+ PV LRP order template on or before the 15th of the month to:
 - Get the FREE product of the month
 - Qualify to get paid commissions
- Enroll in dōTERRA's Share Program
- Set up your personal website (go to My Online Store/My Settings)

☐ 2 GET TEAM SUPPORT

- Upline Support (set up regular Success Check-ins)

Days & Time

to Call

- Weekly team call

Day & Time

to Call

- Team Facebook Group(s)

- Enroll in the Launch Challenge by logging into sharesuccess.com/launch for online training videos.

- Plan to attend a team or corporate training.

Date & Time

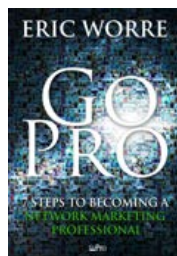
☐ 3 GET EQUIPPED

- Purchase *Natural Solutions Class Kit* (\$25) at sharesuccess.com/resources. It contains everything you need to successfully do PIPES.

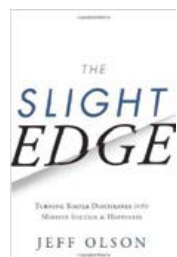


- Use the 5 PIPES Post-It Pad to keep you on track with your daily activities. The more consistently you build your pipeline, the more reliable your results will be. Purchase at sharesuccess.com/resources.

- Read or listen to the first suggested personal development books. Commit to 15+ minutes of daily personal development to fine-tune your success mindset.



- 7 steps to becoming a network marketing professional
- Find prospects and connect them to your product or opportunity
- Help prospects become customers or builders



- Exercise small, simple disciplines consistently for big results
- See opportunities instead of problems
- Achieve self-mastery and life-mastery

What you focus on expands. You must pay the price to obtain your dreams by nurturing belief and confidence. Confidence will inspire you to take action, which creates results, which then again fuels beliefs and more action, and produces more results.



Commit to and perform twice daily the *Confidence Statement* found on the back page of this *Launch Guide*. The purpose of this exercise is to instruct the subconscious mind, where belief and confidence are stored.



The *Confidence Statement* utilizes the principle of auto-suggestion to program your subconscious mind for greater success. In order to reprogram your mind, visualize and verbalize to materialize the things you desire to create. Repetition and intensity of emotion enhance your ability to exponentially grow belief and confidence, which in turn, reprograms the subconscious mind more powerfully.

- 1. Place your statement in a visible location** where you can see it morning and night (perhaps next to your vision board).
- 2. Read the statement aloud with emotion and intensity** upon arising first thing in the morning and just before going to bed. Allow it to become part of who you are.
- 3. Visualize the results of your goals and intentions** in your life as if they've already happened. Imagine how it feels. Fix your mind on your goal. Concentrate, focus, and visualize at least once per day. Create a vision board to add actual imagery.
- 4. Receive Inspiration.** Journal daily to receive clarity on your WHY and HOW to achieve your goals. The practical plans you desire will come to you like a download or a flash. You will feel inspired to act in specific ways.
- 5. ACT!** Don't delay. When the "how to" reveals itself, put it into action immediately. Don't rely on reason. It is faulty, sometimes lazy, and it may fail and disappoint you. Persistence is what takes desire to reality.

PRIORITIZE YOUR *names* LIST

Use this worksheet to prioritize prospects from your *Names List* in the *Build Guide*. This creates awareness on the qualities of a high-priority prospect.

1. CATEGORIZE CONTACTS

In your *Names List* in the *Build Guide* there are three columns with different colored stars (customer, sharer, or builder). The stars help identify which role a prospect might play initially in dōTERRA. Mark the star(s) that apply.

- ★ = Customer (Who needs solutions and/or is into health, fitness, green living, etc?)
- ★ = Sharer (Who could host a great class?)
- ★ = Builder (Who would I like to do business with?)



REFINE YOUR PROSPECTS

Prepare **100**
 Invite **45**
 Present to **30**
 Enroll **15**
 Support **3** builders

2. ENVISION YOUR IDEAL BUILDER

Take a moment to envision your ideal builder. Write down the qualities and attributes you are looking for. What characteristics do they embody? The more you focus on and seek to become this ideal, the more you will attract the same kind of people.

Journal about the characteristics you envision in an ideal builder.

3. PRIORITIZE BUILDER PROSPECTS

Identify your top three potential business builders in each of the four categories on *Your Names List* (family, friends, community, and other/business) so you know whom to approach with the dōTERRA business opportunity first. Use a rating system by placing a tally mark next to their name for each of the qualities listed below. The prospects with the most tallies are your highest priority business builder prospects.

- Who has an established niche or influence? (business owners, networkers, socially active parents, etc.)
- Who shares a similar vision and wants to make a difference in the world?
- Who is entrepreneurial (i.e. looking for an opportunity, improved finances, or a better retirement)?
- Who is a doer/giver (involved in charities, schools, churches, etc.)?
- Who has skills that would be valuable in a dōTERRA business? (problem solver, recruiting, sales, marketing, social media, parenting, etc.)

Example

FAMILY parents, siblings, relatives				
1	★ ★ ★	Angela Reyes		
2	★ ★ ★	Darcy Donovan		HT
3	★ ★ ★	Frank		
4	★ ★ ★	Cousin Jenn (yoga instructor)		HT
5	★ ★ ★	Uncle Daren		

4. BEGIN INVITING!

Use *Effective Inviting* on page 13 to begin giving prospects exposure to dōTERRA and to effectively invite them to a presentation. At the beginning, consider inviting your upline support to help you introduce the business opportunity to high-priority builder prospects.

5. CONTINUALLY ADD TO YOUR LIST

As new people come to mind or come into your life, add them to your list to keep up the flow. Set a goal to add 5-10 new names weekly. Use the memory jogger at sharesuccess.com/expandyourcontacts to bring more awareness to whom you know or could approach.

SUCCESS *tracker*

Transfer your top 45 prospects here, and track their progress.

PIPES

	NAME	NOTES	Share Oils Invite Remind	Presentation	Follow-Up/ Enrolled	Wellness Consult/ Business Consult	Launch Your Business	Host 3 Classes or 15+ One-on-Ones	Elite/\$50	Premier/\$250	Silver/\$1500
1.			S I R			1 2		1 2 3			
2.			S I R			1 2		1 2 3			
3.			S I R			1 2		1 2 3			
4.			S I R			1 2		1 2 3			★
5.			S I R			1 2		1 2 3			
6.			S I R			1 2		1 2 3			
7.			S I R			1 2		1 2 3			
8.			S I R			1 2		1 2 3			
9.			S I R			1 2		1 2 3			
10.			S I R			1 2		1 2 3			
11.			S I R			1 2		1 2 3			
12.			S I R			1 2		1 2 3			
13.			S I R			1 2		1 2 3			
14.			S I R			1 2		1 2 3			
15.			S I R			1 2		1 2 3			★
16.			S I R			1 2		1 2 3			
17.			S I R			1 2		1 2 3			
18.			S I R			1 2		1 2 3			
19.			S I R			1 2		1 2 3			
20.			S I R			1 2		1 2 3			
21.			S I R			1 2		1 2 3			
22.			S I R			1 2		1 2 3			
23.			S I R			1 2		1 2 3			
24.			S I R			1 2		1 2 3			
25.			S I R			1 2		1 2 3			
26.			S I R			1 2		1 2 3			
27.			S I R			1 2		1 2 3			★
28.			S I R			1 2		1 2 3			
29.			S I R			1 2		1 2 3			
30.			S I R			1 2		1 2 3			
31.			S I R			1 2		1 2 3			
32.			S I R			1 2		1 2 3			
33.			S I R			1 2		1 2 3			
34.			S I R			1 2		1 2 3			
35.			S I R			1 2		1 2 3			
36.			S I R			1 2		1 2 3			
37.			S I R			1 2		1 2 3			
38.			S I R			1 2		1 2 3			
39.			S I R			1 2		1 2 3			★
40.			S I R			1 2		1 2 3			
41.			S I R			1 2		1 2 3			
42.			S I R			1 2		1 2 3			
43.			S I R			1 2		1 2 3			
44.			S I R			1 2		1 2 3			
45.			S I R			1 2		1 2 3			

YOU'RE A DIAMOND

LAUNCH

P I INVITE P E S

EFFECTIVE *inviting*

Learn the three key inviting interactions. The more you put them into practice, the better your results, such as better qualified people attending your presentations and one-on-ones.

1 SHARE *an experience*

- Are you open to natural solutions?
- Would you like to experience...?

- Share or mail a sample, or simply offer a drop of oil.
- Share an oil or product experience (yours or someone else's), and tell how it has made a difference.
- Share social media posts, videos, websites, or a webinar that teaches about the dōTERRA products or opportunity.
- Ask permission to follow up and inquire about their experiences. Be sure to keep your word and actually do the follow-up.

2 INVITE *to learn more*

- Are you open to learning more?
- Would you like to come to my class?

- Follow-up with those you've shared samples or information with. Invite them to learn more about natural solutions by attending some kind of presentation.
- Offer multiple presentation options: classes, one-on-ones, training events (in person, over the phone, or online). If prospects cannot make it to one of your classes, offer a one-on-one instead. Schedule a time and location that works best for them.
- Confirm attendance to a presentation.
- Ask permission to remind them a day or two before the presentation.

3 REMIND *them to come*

- Excited to see you!
- Feel free to bring a friend.

- Call your invited prospects 48 hours before your presentation to remind them to come. Share your excitement and the value this can offer them. Tell them to come ready to learn. Consider offering an incentive if they bring a friend!
- Text them 2-4 hours prior to your presentation. Reiterate your excitement.

COACHING THE VOICE IN YOUR HEAD

Your level of belief in the product and the business opportunity will be conveyed in your message and tone. Use your products daily to build your belief and value of dōTERRA products, and to gain experiences you can share authentically with others.

Negative or limiting beliefs and thoughts often stop us because we're focusing on the wrong thing. You aren't asking your prospects to buy or sell anything; you're simply asking if they're interested in learning more. Remember that the incredible gift you are offering can change and bless lives and families for generations!

When someone chooses to accept or reject your invitation, they are not accepting or rejecting you. You are the messenger, not the message. Have patience; people open up when they feel safe and find value. This is a numbers game. Don't be afraid to go for a "no". When you're not afraid, your message is more powerful and will attract more prospects saying "yes".

FOLLOW-UP POWER

Following up after every interaction is critical to enrolling team members. Ask for permission to follow up at the end of each interaction, and keep your commitment. Then follow-up feels natural and welcomed, and it builds trust. *The fortune is in the follow up!*

% OF DISTRIBUTORS WHO FOLLOW UP	NUMBER OF FOLLOW UPS	PERCENTAGE OF PEOPLE WHO JOIN
45%	1	2%
28%	2	3%
12%	3	5%
10%	4	10%
5%	5-12	80%

SHARING TIPS:

- Always have oils on hand so you can offer someone an oil experience at any time. Carry an 8-vial keychain with pre-made sample bottles filled with commonly used oils.
- Whenever possible, reach out in person, by text or over the phone. Blasting messages via Facebook or email is usually not very effective.
- Create interest by respectfully using oils around others.
- When sharing or sending samples, include *Healthy Can Be Simple* Intro Guides with instructions and contact info written on the back. If applicable, include the date of your next presentation.

To share and influence effectively, spend time getting comfortable with your story. Write down a few of your oil experiences and how they have changed your life or someone you know.

Initial oil experience: Share what led you to bring dōTERRA products or the opportunity into your life. What was the struggle or unmet need that dōTERRA products or business opportunity solved for you? While we can be drawn to sharing dramatic stories, the most compelling stories are those that are relatable and applicable to the lives of those you share with.

Most memorable oil experiences: How have dōTERRA products made the biggest impact in your life? These can be your own experiences or someone you know.

How has the dōTERRA opportunity impacted your lifestyle, dreams, and goals? What was life like before dōTERRA, what is life like now, and where is your future heading?

Now that you've taken the time to write down your experiences, review and refine your message so when you share, it flows naturally, effectively, and in a concise manner. Remember different stories will serve different moments or people, so it's useful to have a few to choose from. Go on to 1) share with your mentor how this exercise has impacted the power of your WHY and 2) share your refined experiences with five people to get comfortable sharing your story.

HOW TO *present*

PRESENTATION IDEAS:

METHODS

- Class
- One-on-one
- 3-way call
- Online webinars & videos
- Attend an event with guests

PLACES

- Living room
- Coffee/juice shop
- Park
- Barbecue/gathering
- Chiropractic office

See details on other ways to present at sharesuccess.com/present.

The following guidelines will help you give successful presentations that result in enrollments and changed lives.

PREPARE

Schedule class or one-on-one

Plan to have one Wellness Advocate for every 3 guests to offer them optimal support. The actual presentation time should be under an hour (enrollments go down when a class is too long.)

Watch the *Natural Solutions* DVD

Practice presenting with your upline support or with a family member or friend (great way to get first enrollments!). Follow the class handout.

Prepare the tools you need

Get class handouts, oils and other products to share, diffuser, essential oil reference guide, and pens.

Set your intentions

Write down your intended results for your class or presentation (i.e. how you'd like it to feel, number of enrollments, volume, new classes booked, builders discovered, etc.)



INVITE

Follow the three interactions

Ensure good attendance with well-qualified guests using the three key interactions on page 13.



PRESENT

Give introduction

Host welcomes attendees, shares how dōTERRA's products have benefited them, why they wanted to host a class, and expresses gratitude for and edifies the presenter to establish their credibility.

State intentions

Presenter opens with: *My intention today is for you to leave here educated and empowered to use essential oils and get them into your home. As you learn, think of people you care about that need to know what you are learning. As those names come to mind, jot them down. If you see yourself doing what I am doing, then come talk to me after and ask me how.*

Open with an engaging question

Who is looking for safer, more effective solutions for your family's health? What qualities are you looking for in the health solutions you use?

Tell the story of essential oils

Share the story of essential oils, and why they are natural, effective, and safe. Pass around the oils featured on the first page as you cover each section. Always demonstrate how to use the oil first.

Write top 3 health priorities

Invite attendees to write down their top 3 health priorities and to note solutions to those priorities as they discover them. Introduce the essential oil reference guide you use.

Introduce the Wellness Pyramid

Invite attendees to rate themselves 1-10 where they are in each area of the pyramid. Note the color correlation between the pyramid and the product names on the handout.



HOW TO *present*

(continued)

Share products and experiences

Pass some of the oils around that are featured on pages 2 and 3. Show different ways to apply on yourself and invite attendees to use and experience them. Share your experiences and stories and invite others (especially the host) to do the same.

Invite guests to host a class

Show how the 8 vial keychain helps you be prepared on-the-go. Then offer a free keychain to those who want to share dōTERRA with their family and friends by hosting a class. Pass around a blank calendar with dates circled when you can teach a class. Show the amazing free product kits they can earn through dōTERRA's Share Program in the *Share Guide*.

Introduce supplements

Give adequate time to showcase the value of Lifelong Vitality and Daily Nutrient Pack along with other favorite supplements. Featuring the benefits of dōTERRA's supplements will strengthen the invitation to enroll in Loyalty Rewards.

ENROLL

Teach wholesale memberships

There are two ways to get oils into your home: retail and wholesale. A wholesale membership gives you 25% off retail, and membership is free with the purchase of any enrollment kit! This gives you the best value and is the most popular way to begin using dōTERRA products!

Teach Loyalty Rewards

Share the benefits you enjoy from Loyalty Rewards, highlighting the 30% rewards percentage and the free product of the month. Consider offering an incentive for those who purchase an enrollment kit and set up a 125+PV order for the following month.

Offer Wellness Consults

Show the *Live Guide* and create value in the Wellness Consult. Explain how you or the host will help them make a personalized plan to use the oils and products they purchased and to learn how to order products with their wholesale membership. Offer the *Live Guide* as a gift to anyone who enrolls.

Invite guests to enroll

Invite guests to begin filling out their enrollment form as you come around to answer questions. Assume the sale with confidence and certainty. Share any dōTERRA promotions or enrollment incentives you are offering.

Use Enrolling Tips

To maximize enrollments and help guests get the products that will serve them best, use the *Enrolling Tips* on page 17. Have these questions memorized, and follow them with exactness.

Schedule follow-up

- Schedule a Wellness Consult with those who enroll (plan for 5-6 days after they order).
- Schedule classes with those who choose to host a class. Send them home with a *Share Guide*, having shown them the three key interactions and filled out the event details on the back.
- Schedule a business consult with those who are interested in building.
- Follow up with those who didn't enroll within 48 hours of the class.



SUPPORT

Know the support process

After the event (approximately 3-7 days later):

- Use *Enrolling Tools* on page 21 to guide you in supporting new Wellness Advocates.
- Do a Wellness Consult to support new Wellness Advocates and to enroll them in LRP using the *Live Guide*.
- Invite them to share and build dōTERRA.



Helping someone enroll with a kit comes easily with the right mindset and a few simple skills. When you go into closing with these questions and phrases in mind, you feel confident in dealing with almost anything. If they have a concern you can't resolve, simply say, "I don't know, but I know where to find the answer, and I'll let you know."

1 What are we working on?

Look over their top health priorities, and invite them to find solutions in a reference guide.

2 How serious are you about resolving these things right now?

Their answer to this question tells you how much they're willing to spend today. If they say they are serious, show them the benefits and value of the Diamond, Every Oil, and Natural Solutions kits. These kits will get them on their way to supporting their health right now at the best price and value. If they say they aren't serious, talk about the Family Physician and Home Essentials kits to support basic immune health and seasonal support. Note that Home Essentials offers three times the quantity of oils with a free diffuser and for less than double the cost of a Family Physician Kit.

3 If I were you, I would...

Once you get a sense of what would be a good fit for them, tell them what you would do if you were them. Put a pen in their hand, and turn to the enrollment form. Then move on to help the next person, assuming they will fill out their enrollment form.

When you come back around to check on them, if they haven't filled out their form, you know they have a concern. Use one or more of the following three questions to help them resolve any concerns they may have.

4 What are the factors you're considering in making this decision?

They will usually reveal their concern(s). Do your best to resolve them by sharing the benefits they get from the products/kit, the value, and any relevant personal experiences. If they still don't fill out their form, ask question five.

5 Is there anything we haven't discussed that will affect your decision?

They will reveal any deeper concerns. Do your best to resolve them. If they still don't fill out their form, ask question six.

6 What do you think is the next best step for you?

Express your desire to support them and honor their needs. Ask if you can follow up with them in the next day or two.

How Do I Know Where to Place People?

Learn correct placement strategy so that you place your enrollments effectively in your organization from the beginning. This is key to building a stable and strong organization long-term.

Have clarifying conversations with your existing builders before placing a new enrollments under them. *“I really want to put this person under you, but I need to put them under someone who will do their Wellness Consult with them and support them in sharing and building. Can you commit to supporting this person?”* (See tips below for sponsor roles.)

Consider three questions when placing a new enrollee:

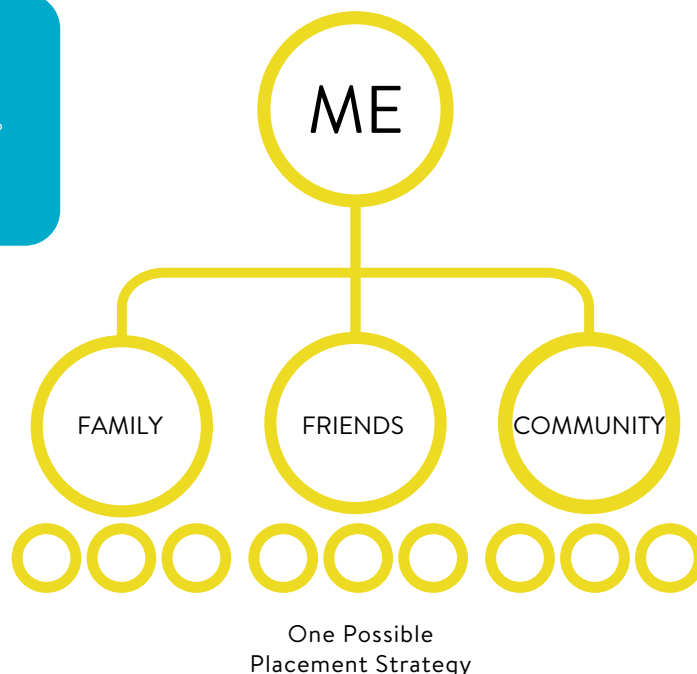
1. Where will they grow the best (and be best supported)?
2. Where can I place them to support my rank?
3. Where will they fill a spot for the team Power of 3?

ENROLLER

- Enroller is usually the person who brought the enrollee to dōTERRA (Whose contact is it? Who did the work to engage and enroll them?).
- Enroller receives Fast Start bonuses on their new enrollee’s purchases for 60 days after their enrollment.
- Enroller works with the Sponsor to predetermine who will do the Wellness Consult, follow-up, and other support.
- Enrollers can count the rank of those they enroll towards their rank advancements (one per leg).

SPONSOR

- Sponsor is the person under whom the enrollee is placed (also referred to as their direct upline).
- Sponsor benefits from the Power of 3 and unilevel bonuses.
- Depending on the arrangement made, the sponsor can assist with the Wellness Consult and other follow-up needs.

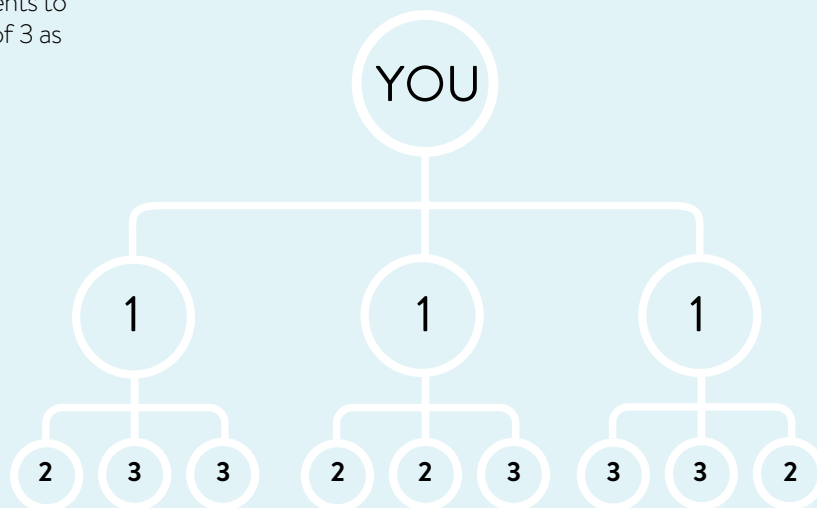


PLACEMENT TIPS

- Place new enrollees under builders and leaders where and whenever possible. Keep enrollership until it makes sense to transfer to sponsor for rank advancement or when they have assumed the greater responsibility.
- Keep strong builders on or close to your frontline to build stability, longevity, and strength.
- Your enrollee can be anywhere in a leg to qualify you for advancement. Only one of your enrollees per physical leg can count toward your rank advancement.
- Make decisions based on long-term growth, not just the short term rewards of hitting rank or Power of 3.
- If you don’t have builders yet, consider asking a family member to enroll and put your enrollees under them until you find a builder to take their place.
- Typically, match the efforts of your builders by not doing more than they do to build their team.
- It’s best not to build more than one leg under a builder so they have a vested interest in their success and their team is their team. Empower them with the duplication process to continue building for themselves.

P I P **E** ENROLL S

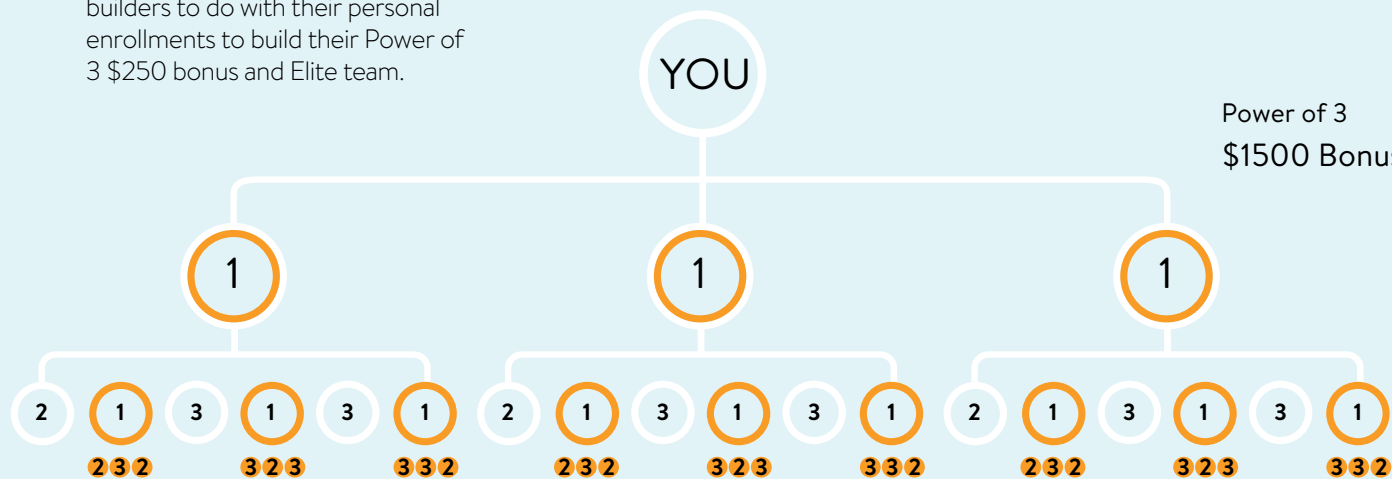
Launch You to Elite



- You & Your Enrollees
- Your Builder & Their Enrollees

1 = Intentional Builder
2 = Sharer (interested in hosting/sharing)
3 = Customer (interest is in product use only)

Launch Three Elites



Power of 3
\$1500 Bonus

☐ TV=Team Volume
Check box when TV=600

20

Each person on your team plays a valuable role. Following up will help you retain customers, promote effective sharing, and launch new builders in the energy and pacing of success.

ENROLL IN LRP New Customers



Within 48 hours

- Give your new customer a *Live Guide* in person or via email.
- Schedule their Wellness Consult. Conduct in person, over the phone, or online. Group consults are a great way to leverage your time when needed.
- Enroll them in the *Live the Wellness Lifestyle* email series at sharesuccess.com/live
- Invite them to join a team Facebook group to get product support.

Within 1 week

- Conduct their first Wellness Consult within a few days of receiving their oils. Learn more at sharesuccess.com/wellnessconsult.
- Ask them:
 - *How are you enjoying your oils?*
 - *How have you used them so far?*
- Teach them to look up their health priorities in a reference guide, and to create a plan.
- Help them log into their back office and set up their LRP order.
- Invite them to host a class, bring guests to future classes, or to build a business.
- Schedule a follow-up call for next month.

COMMIT TO SHARE New Sharers



Within 48 hours

- Give them a *Wellness Consult* (if new enrollee)
- Walk through the *Share Guide*.
- Schedule the time and place of their first class.
- Role play how to sample and invite effectively. Share how to remind their guests via a 48 hour call and 4 hour text.

3-5 days before the class

- Review confirmed # of and needs of guests with host, and make any needed arrangements, including refreshments and class set-up.
- Prepare them to edify and introduce the presenter and share their story.
- Remind them to remind their guests.

COMMIT TO BUILD New Builders



Within 48 hours

- Give them a Wellness Consult (if new enrollee).
- Walk through the *Build Guide*.
- Commit them to do the first 3 steps within 48 hours.
- Give them a *Launch Guide* or direct them to download at sharesuccess.com/launch.
- Schedule a time to go over the *Launch Guide*.

Within 1 week

- Introduce them to the *Launch Guide*.
- Guide them to complete *Getting Started Checklist*.
- Plan and support them in their first sharing and presenting interactions.
- Schedule ongoing mentoring calls.

Within 2 weeks

- Support them with their first class(es).
- Support them to enroll their first builders (i.e. in-person, phone, or Skype).
- Ensure they structure their enrollments well.

Complete and send to your upline weekly or biweekly as needed. As you're planning the next month, send your completed *Rank Planner* with this form.

1. Celebrate & Validate *Focusing on my wins and victories brings more of the same.*

What's working? What are some recent successes?

2. Challenges *My ability to do simple steps consistently with high accuracy determines my level of success.*

What are your biggest obstacles? What support do you desire?

3. Development *I am my first enrollment of everyday. I continually renew and recommit.*

What insights and breakthroughs are you having? What do you need to do differently?

4. Accountability & Goals *I can have excuses or results, but I can't have both.*

Fill in your PIPES activities:		IDEAL	TOTAL LAST WEEK	GOALS THIS WEEK	
				Minimum	Target
P REPARE	• Attend weekly team call • Personal development	1 5			
I NVITE	• Share oils or opportunity • Invite to learn more • Remind	8 8 6			
P RESENT	• Presentations	1 class or 5 one-on-ones			
E NROLL	• Personal Enrollments • Enrollment in LRP (Wellness Consults) • Launch builders	2 2 1			
S UPPORT	• Support and mentoring calls	3			
			TOTALS		

What are my goals & commitments?

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

confidence STATEMENT

Read aloud morning and night to program your mind for success.

I KNOW that I have the ability to achieve the object of my definite purpose in life. Therefore, I demand of myself persistent, continuous action toward its attainment, and I here and now promise to render such action.

I REALIZE the dominating thoughts of my mind will eventually reproduce themselves in outward, physical action, and gradually transform themselves into physical reality. Therefore, I will concentrate my daily thoughts upon the task of thinking of the person I intend to become, thereby creating in my mind a clear mental picture of that person.

I KNOW through the principle of auto-suggestion, any desire that I persistently hold in my mind will eventually seek expression through some practical means of attaining it. Therefore, I devote my daily thoughts to contemplating the ideal I intend to create in my life.

I FULLY realize that no wealth, position, or rank can long endure, unless built upon truth and justice. Therefore I engage in no transaction, which does not benefit all whom it affects. I succeed by attracting to myself the forces I aspire to use, and the cooperation of other people. I encourage and invite others to serve me because of my willingness and efforts to serve others. I eliminate hatred, envy, jealousy, selfishness, and cynicism by developing love for all humanity because I know that a negative attitude toward others can never bring me success. I cause others to believe in me because I believe in them and in myself.

- I influence and make a difference in # _____ lives.
- I earn \$ _____ per month income which comes to me through my dōTERRA business.
- I am a _____ (rank) on or before _____ (date).

In exchange for this rank and income, I give my best possible quantity and quality of service in the capacity of a dōTERRA Wellness Advocate. I am wise in my commitments so I follow through with every act to see it to fruition.

This is my definite chief aim. I will never stop acting until I shall have developed sufficient self-confidence for its attainment. I sign my name to this formula, commit it to memory, and repeat it with full faith that it is continually influencing my thoughts and actions, affirming that I am self-reliant and successful.

Signature _____

