



launch
YOUR BUSINESS

Success starts here. This *Launch Guide* and the associated video trainings teach you the process of achieving Elite, the foundation of all ranks in dōTERRA®. Your success is up to you. You set your pace. The ideal pace is laid out here in this guide. Trust this process, and follow these steps to launch your business successfully.



When you fall in love with your oils through daily use, you become a product of the product. Your belief fuels your desire and courage to share with others who are ready to change their lives!

+ action

HOW TO ACHIEVE ELITE IN:

90 days	30 days	14 days
<small>minimum</small>	<small>target</small>	<small>outrageous</small>

- SHARE WITH 45+
- ENROLL 15+
- LAUNCH 1-3 BUILDERS

PREPARE

— Complete prior to launching —

1 Get Started

- ☐ I did the First 3 Steps in the Build Guide
- ☐ I attended a live or watched an online Launch Training
- ☐ I understand PIPES (pg. 4)
- ☐ I completed the Getting Started Checklist (pg. 5)

2 Set Goals & Identify WHY

- ☐ I set my goals, identified my WHY, and shared with my mentor (pg. 6)

3 Plan for Elite

- ☐ I filled in my Elite Planner (pg. 7)
- ☐ I watched the PREPARE videos

INVITE

4 Prioritize Your Names List

- ☐ I prioritized my Names List (pg. 8)
- ☐ I transferred my top 45 prospects to the Success Tracker (pg. 9)

5 Share Naturally

- ☐ I know how to integrate sharing dōTERRA into my everyday life (pg. 10)

6 Invite 45+

- ☐ I know how to effectively invite (pg. 11)
- ☐ I watched the INVITE videos

PRESENT

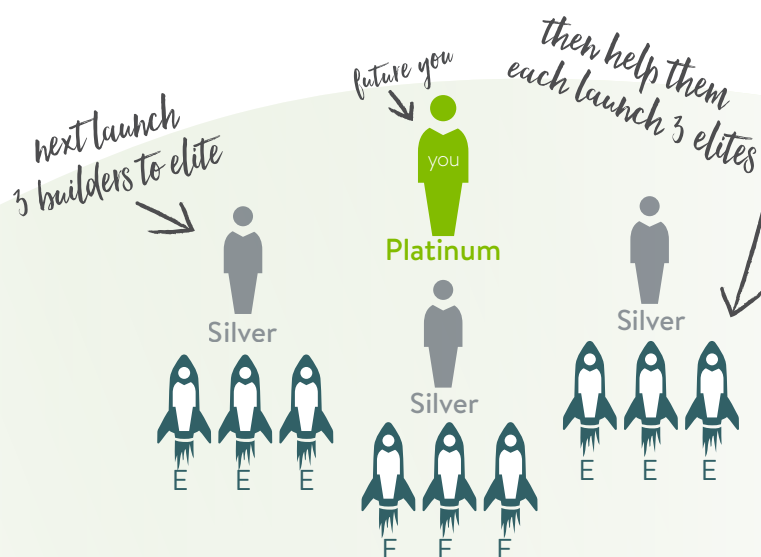
— Focus time here during launch —

7 Present to 30+

- ☐ I know how to present (pg. 12-14)
- ☐ I watched the PRESENT videos



- CHANGE LIVES
- GROW YOURSELF
- CREATE RESIDUAL INCOME
 - Target income \$600/month
 - Structure your \$50 Power of 3 Bonus



To achieve your goals, continue sharing oils, enrolling people, and launching new builders. Refer to the compensation plan in your *Build Guide* for big-vision planning.

ENROLL

8 Enroll 15+

- ☐ I know how to ask enrolling questions
- ☐ I know how to enroll new members (pg. 15)

9 Strategize Placements

- ☐ I understand how to place new enrollments for rank and Power of 3 (pg. 17-18)
- ☐ I strategize with my mentor to place new enrollments

10 Support New Members with Lifestyle Overviews

- ☐ I know how to use the Live, Share, Build, and Launch Guides (pg. 16)
- ☐ I've done Lifestyle Overviews with new enrollees
- ☐ I watched the ENROLL videos

SUPPORT

Do as new builders enroll

11 Launch 3+ New Builders

- ☐ I can train and mentor new builders using the Launch Guide (pg. 19)
- ☐ I check in with my mentor each week (pg. 20)
- ☐ I watched the SUPPORT videos

PREPARE YOU

Do daily

12 Develop Mindset

- ☐ I am building belief in dōTERRA's products (pg. 21)
- ☐ I know how to share my story (pg. 22)
- ☐ I say the Confidence Statement aloud daily (pg. 23)
- ☐ I do 15+ minutes of personal development daily
- ☐ I have read, watched, or listened to:



- ☐ I watched the BONUS videos

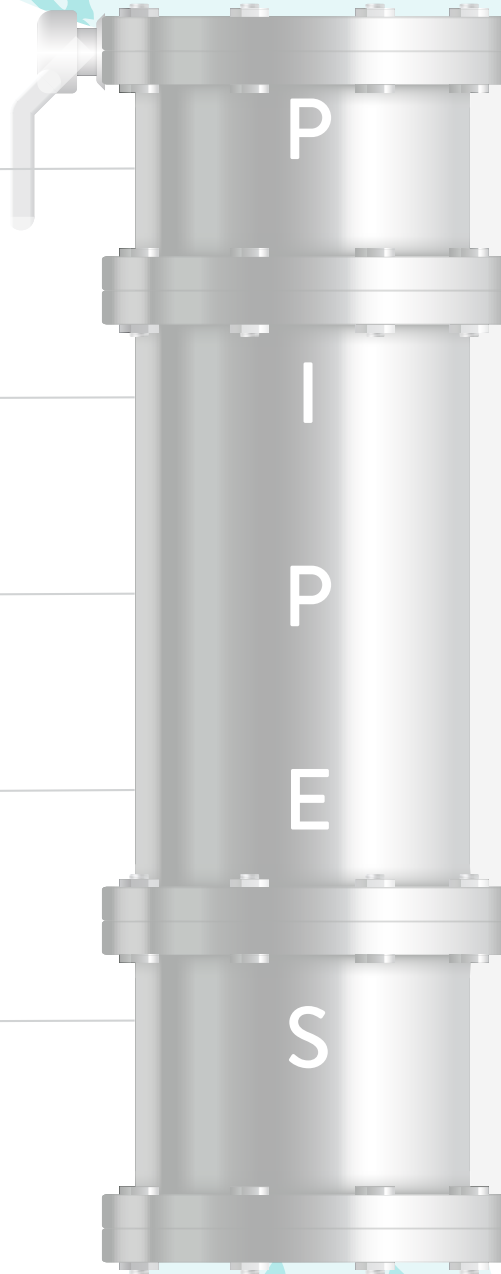
☐ I AM ELITE!
3,000 OV

PIPES: VITAL *actions*

To change lives, engage in these pipeline-building activities (PIPES). The more you put into your pipeline, the more you get out. For greater results, *turn up the flow!*



With dōTERRA®'s powerful product line and these tools, you provide powerful solutions and naturally lead others to share and duplicate. These tools support you in your pipeline-building activities.



PREPARE

- Be a product of the product
- Schedule PIPES activities
- Get product & business training
- Receive mentoring & strategize
- Do personal development

INVITE

- Share products
- Share opportunity
- Invite to learn, share, build
- Remind guests to attend

PRESENT

- Present products
- Present opportunity
- Attend presentation with guests

ENROLL

- Enroll new members
- Enroll in LRP
- Commit to share & host a class
- Commit to build

SUPPORT

- Continue to educate customers
- Launch, train, mentor builders
- Promote & support events
- Nurture relationships
- Recognize success

Change lives, grow yourself, and build a financial pipeline!

GETTING STARTED *checklist*

1. SET UP YOUR BACK OFFICE

Login to mydoterra.com to:

- ☐ Register for your back office 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:
 - Qualify to get paid commissions by ALWAYS having a 100+PV LRP set up.
 - Get the FREE product of the month.
- ☐ Set up your personal website (click on *My Online Store/My Settings*)

2. GET SUPPORT & TRAINING

- ☐ Watch the Lifestyle Overview at sharesuccess.com/live. Then receive a Lifestyle Overview from your upline support!
- ☐ Watch the video trainings to launch your business at sharesuccess.com/launch.
- ☐ Schedule and participate in trainings and events.

• Weekly Success Check-in

Day & Time

to Call

• Team Facebook Group(s)

• Weekly team call

Day & Time

to Call

• Other events

Date & Time

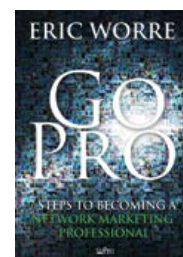
Location

3. GET EQUIPPED

- ☐ Purchase dōTERRA product samples in your back office at mydoterra.com.
- ☐ Purchase the tools you need to build your business at sharesuccess.com/shop.
- ☐ Download or buy the DVD and book below to instill confidence in the network marketing opportunity and develop the skills to prosper in it. Commit to 15+ minutes of daily personal development to fine-tune your success mindset.



DVD



- ☐ Option: Automate the I.P.E. in PIPES with the Share Success Pro app to get more done in less time! Download at sharesuccesspro.com.



Elaborate on the goal you set in the First 3 Steps of your *Build Guide*. 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 DO I WANT MORE OF? Choose your top 3.

- | | |
|--|---|
| <input type="checkbox"/> Finances are not a source of stress | <input type="checkbox"/> Living my dreams |
| <input type="checkbox"/> Debt-free | <input type="checkbox"/> Feeling inspired & fulfilled doing what I do |
| <input type="checkbox"/> Plenty of money in savings | <input type="checkbox"/> Spending more time with those I care about |
| <input type="checkbox"/> Financially prepared for the future | <input type="checkbox"/> Making a difference (service, charitable giving, etc.) |
| <input type="checkbox"/> Experiences I desire (travel, education/ self improvement, lifestyle, etc.) | |

2. WHAT ELSE DO I WANT TO CREATE IN MY LIFE?

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

3. WHAT ARE MY 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 change lives, grow yourself, and get rewarded for it. Draw from the ranks and incomes in your *Build Guide* as you write your goals. Share these goals with your upline, and post them where you see them daily (i.e. bathroom mirror, bedside, etc.).

Goal from <i>Build Guide</i>	90 Day Goal	1 Year Goal
<p>I AM ELITE RANK IN: (Circle one)</p> <p>60 days 30 days 14 days</p> <p><i>minimum</i> <i>target</i> <i>outrageous</i></p>	<p>WHAT</p> <p>\$ _____ /mo.</p> <p>_____ rank</p> <p>WHEN</p> <p>_____ Goal Date</p>	<p>WHAT</p> <p>\$ _____ /mo.</p> <p>_____ rank</p> <p>WHEN</p> <p>_____ Goal Date</p>
<p>WHY IS IT IMPORTANT FOR ME TO STAY COMMITTED TO ACCOMPLISH THESE GOALS?</p> <p>Journal to clarify and enhance your WHY and to receive insight on how to achieve these goals.</p> <p>How will my life change when I reach my 1-year goal?</p> <p>What will life be like if I never reach this goal?</p>		
<p>HOW</p> <ul style="list-style-type: none"> • Schedule dedicated weekly dōTERRA® hours. • Do PIPES daily. • Complete and check off each step on pages 2-3 of this <i>Launch Guide</i>. 		

E

Elite=3,000
volume from your entire
organization

ELITE PLAN

3 Classes
5+ enrollments/1000+PV per class
and/or
15 One-on-Ones (200+PV each)

I AM ELITE ON OR BEFORE

Date and time

And I feel

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

♥ Why I share the dōTERRA products & opportunity: _____

🕒 How many hours will I invest weekly in my business? Minimum Target Outrageous

CALCULATE NEEDED VOLUME AND CLASSES/ONE-ON-ONES

Get enough presentations in front of enough people to create the volume/enrollments needed for your goal. Presentations can be classes hosted by yourself or a sharer/builder, one-on-ones, or a combination of both. Present the *Natural Solutions Class* with intention and passion that engages you and your prospects.

VOLUME NEEDED*

This includes volume from you and your whole team.

3,000 OV

ENROLLMENTS NEEDED ÷ 200 PV (avg. new enrollment)
Divide needed volume by your average enrollment volume.

»

15

CLASSES/ONE-ON-ONES NEEDED

For classes, divide needed volume by average class volume (1,000). One-on-ones needed is the same as enrollments needed.

»

3,000 ÷ 1,000
3 classes or 15 enrollments

*If you already have monthly volume on your team, subtract that from the volume needed.

SCHEDULE CLASSES

(Teach class hosts to invite effectively)

CLASS 1

Date/Time:

Location:

Upline and/or DVD teaches, I share my story

CLASS 2

Date/Time:

Location:

Upline and/or DVD teaches part, I teach part

CLASS 3

Date/Time:

Location:

I teach, Upline and/or DVD supports

CLASS 4

Date/Time:

Location:

I teach entire class (w/ DVD if desired)

SCHEDULE ONE-ON-ONES

Name:

Date/Time:

Name:

Date/Time:

Name:

Date/Time:

Name:

Date/Time:

Name:

Date/Time:

Name:

Date/Time:

Name:

Date/Time:

Name:

Date/Time:

Name:

Date/Time:

Enroll-with-a-Kit Incentive

(i.e. dōTERRA special, Live Guide, oil samples, or roller bottles, etc.)

Book-a-Class Incentive

(i.e. 8-vial keychain)

PRIORITIZE YOUR *names list*

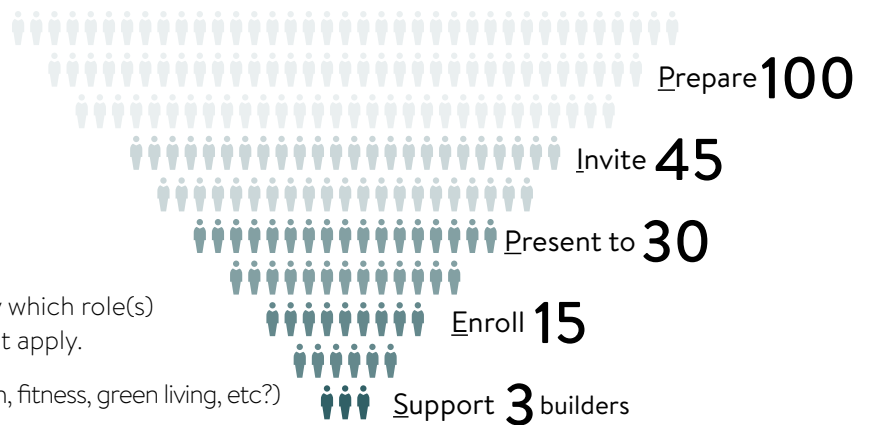
REFINE YOUR PROSPECTS

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

1. CATEGORIZE CONTACTS

Refer to your *Names List* in your *Build Guide*. Identify which role(s) might best fit each prospect, and mark the stars 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?)



2. IDENTIFY BUILDER PROSPECTS

Look at all those who you checked with green stars. To further identify qualities of potential builders, place a tally mark next to the names with each of the qualities below. This way you can more effectively recognize who has higher capacity for success with the dōTERRA® business opportunity.

Who do you know who is/has:

- Relationship-oriented, well-connected, influential, magnetic personality
- Open to or lives a natural, healthy, active lifestyle
- Achiever/doer, goal-oriented, ambitious
- Positive, passionate, motivating, inspiring, abundance mindset
- Purpose/mission-driven, service-oriented, a giver
- Entrepreneurial, experienced in sales, established niche
- In a phase of life that supports building a business (i.e. 30-50 year old mother or family man), supportive spouse/family
- Financial need, money motivated, looking for improved finances or better retirement

Example

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

For experienced builders, these qualifiers have proven useful with time. Remember, strong builders can be found among those with fewer tally marks. Desire, capability, and commitment are the most critical qualifiers in a potential builder.

3. TRANSFER TOP PROSPECTS TO THE SUCCESS TRACKER

Move your top 45 customer and builder prospects (the top builder prospects are likely the ones with the most tallies) over to your *Success Tracker*. Then begin personalized sharing and inviting! Refer back to the *Tracker* as you guide each prospect along the PIPES path toward enrollment.

Continually add to your *Names List*. As new people come to mind and 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 people you know or could approach.

Track the progress of your top 45 prospects here.

		P I P E S											
NAME		Share	Invite	Remind	Present	Follow-Up/ Enroll	Lifestyle Overview/ Business Overview	Launch	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

dōTERRA® is a relationship business. Take the time to create and nurture relationships as you begin to share. Nurture relationships until the timing is right to ask about health priorities and share samples. Show up to serve, then others will naturally want what you have to offer. Why share? To expose others to the benefits of essential oils and create openness and a desire to learn more!

more oils shared ➡ more presentations ➡ more enrollments

WHERE AND WHEN TO SHARE

Look for opportunities to **integrate** sharing into your regular schedule! Many of your sharing opportunities happen naturally during existing day-to-day activities. Share an oil experience when and wherever possible. The more experiences a person has with the oils and with you, the more they will want to learn and enroll. Take advantage of windows of opportunity to share.

- Share while you're waiting for an appointment
- Invite friends to a class while at a social get-together
- Share at the gym or yoga class
- Introduce oils to dinner guests
- Share while in line at a store
- Share at your child's sports event
- Share while chatting with a friend



TIPS

- The *Healthy Can Be Simple* Intro Guide is the perfect companion to an oil experience.
- Jot down sample usage instructions on the back.
- Ask permission to follow up on their experience in a couple of days.



SAMPLE IDEAS

- Use dōTERRA's samples
- Prepare your own samples (Add 10-15 drops of essential oil to a ¼ dram or 5 ml roll-on bottle with Fractionated Coconut Oil.)
- Share a drop of oil you have on hand (i.e. carry your favorite oils with you in a keychain)

1 SHARE AN EXPERIENCE *Are you open to trying something natural?*

- Make your sharing relevant by asking questions to discover their health priorities during ordinary conversation.
- Ask permission to share a sample or drop of oil:
I'm just curious, are you open to trying something natural for that?
- Share how the products have helped you:
I'm excited! We've been using dōTERRA essential oils, and we're loving how they help us with so many different things!
Share your experience
- Make sure to get contact info and get permission to follow-up within 72 hours.
Can I reach out to you in a couple days to see how it worked for you?

PERSONALIZED *inviting*

An invitation can change a life! The process of successfully enrolling a prospect happens one step at a time. The goal of the invite is to get a commitment to attend a presentation, where they then get the information they need to enroll.

2 INVITE TO LEARN MORE *Are you open to learning more?*

Are you open to learning more about essential oils and natural ways of caring for yourself and your family? (Pause) I'm having a class on _____(date), at _____(time) or we can meet together next week. What works best for you?

Tips to make invitations more effective:

- Be personal (use their first name; invite in person, on the phone, or via text).
- Avoid inviting through mass email, group texts, or generic Facebook invites.
- Be energetic and share your excitement!
- Share the benefits of experiencing a presentation.
- Invite to a presentation via live or online class, one-on-one with your upline, DVD, or Share Success Pro app.
- Offer two options and let them pick the one that works best.
- Get a clear commitment.
- Get permission to remind.

If you're like me, you'll appreciate a reminder. How about if I give you a quick reminder before the class?



3 REMIND THEM TO COME *Excited to see you! Come ready to learn.*

- Call your invited prospects 48 hours prior to the presentation and remind them to come. Share your excitement and the value they'll receive. This is just a reminder; they've already given their commitment to come.
- Text them 2-4 hours prior to your presentation. Reiterate your excitement. Let them know something:
Feel free to park in the driveway or along the street. or Bring a friend and get a free gift!

SHARE THE OPPORTUNITY

Be clear on why this opportunity is valuable to you and your family. Ask to know prospect's needs so that sharing your opportunity is relevant (are they lacking in financial freedom, a sense of purpose, or time freedom?). Identify top prospects you would like to partner with in your business.

• SHARE the dōTERRA opportunity *Are you open to additional ways of creating income?*

- Share the story of who you've been and what you've struggled with (i.e. a nurse, working long hours away from family, missing important activities and life experiences, etc.).
- Share WHY you chose dōTERRA, where you're going, and how it will change your life.
- Tell them why you thought of them and why you would love to work with them.

• INVITE them to learn more at a one-on-one, opportunity class, or on a 3-way call with your upline.

• REMIND via text 2-4 hours before. *I'm excited to explore the possibilities with you.*



Draw on upline support and these tools to add strength and credibility.

SUCCESSFUL presentations

The purpose of a presentation is to educate and empower your prospects to get dōTERRA® products into their life by enrolling them with a starter kit.

Presentations are most effective when simple and experiential. Presentations happen in many ways and places! Consider a class, one-on-one, 3-way call, webinar/videos, or attend an event with a guest. You can present at your home, a coffee/juice shop, gathering, chiropractic office, or more! The most important thing is to present, and deliver this message

- Make use of your upline and the *Natural Solutions DVD* for support in your first few classes as you learn to present effectively.
- Use the *Natural Solutions Class* handout and follow this outline.
- Let attendees experience the oils (this is the most important part), and keep presentation under an hour.
- Keep presentation duplicable.
- Attendees should see your class and think, “I can do that.”
- If you have not prepared attendees by sharing samples/experiences, then this class may be a first touch. Enrollments are often the result of 3-5 interactions.

BEFORE THE PRESENTATION

- Study the *Natural Solutions DVD*; learn to share the value of the products using stories throughout.
- Pass on awareness of attendees interests/needs to presenter prior to class.
- Write down your intentions for each presentation (new enrollments, volume, classes booked, etc.).
- Keep class refreshments simple, such as Lemon oil in water or On Guard in a yogurt dip.



INTRO (5 min.)

Host: Welcome, share your story, introduce/edify presenter

1 *How many of you need natural solutions?* (Raise your hand and they will raise theirs.)

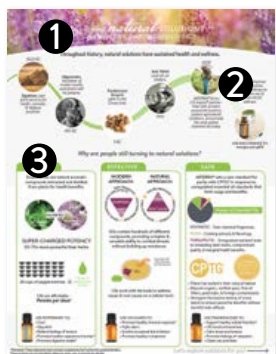
Presenter:

- Edify host (guests will rely on host for future support)
- Express gratitude to be there
- Share why you do what you do

Share Your Intention – seed the close:

Our intention is to learn what essential oils are, how to use them, and the best way to get them into your home.

As we go through the class, you will naturally think of others who also need these natural solutions. Jot down their names so you can share what you've learned with them. If you can see yourself doing what I'm doing, talk to me after the class.



EXPAND

PAGE 1 (10 min.) - What are essential oils:

2 **HISTORY** - Review the history of natural solutions and share Wild Orange. Share some of your family's traditional remedies (i.e. peppermint tea for digestive support, eucalyptus tea for respiratory support, chamomile tea for calming, lemons rubbed on joint discomfort).

What natural solutions has your family used in the past? What health remedies have been passed down in your family? (Let attendees share their family remedies.)

Why are people turning back to the earth for solutions?

3 **NATURAL, EFFECTIVE, SAFE**

Natural (cover points) Demo how to use Peppermint; then pass around.

Effective (cover points) Demo how to use On Guard®; then pass around.

Over time, our society has turned to a more modern approach, using man-made products in hopes of an easy, quick fix. More and more people are finding that modern healthcare simply cannot meet all their needs and that “the gifts of the earth” address root causes and meet the body's needs.

Safe (cover points) Demo how to use Frankincense; then pass around.

PAGES 2 & 3 (20 min.) - How to use them:

4 APPLICATION - Show A,T,I methods, featuring 1-2 oils for each section.

5 INTRODUCE WELLNESS PYRAMID - *These are wellness principles that support a healthy lifestyle. Rate yourself on a scale from 1-10. These natural solutions will provide support wherever you need it. If you need extra support in any given area, look for products on this page in the corresponding color. Today we'll focus on just a few of these options. Rate yourself on how well you live these principles.*

6 HEALTH PRIORITIES

Take a moment and jot down a few of your own health priorities. This will allow us to reference your solution interests throughout our time together (pause to give time to write down their priorities).

Would anyone like to share a health priority?



7 SOLUTIONS

- Choose 5+ oils that are relevant to attendees needs
- Show how to apply oils and pass around
- Share benefits in bullet points, relating to Wellness Pyramid
- Share experiences
- Highlight keychain as a great way to carry oils on-the-go
- Emphasize the Lifelong Vitality as the foundation for good health
- Demonstrate how to look up solutions using reference guide



CLOSE

PAGES 4-6 (5-10 min.) - The best way to get them:

8 RETAIL VS. WHOLESALE

There are two ways to get oils into your home: retail and wholesale. For those who just want to try an oil or two, buy retail. You'll find a price list on the next page and you can order from___(host).

9 KITS

For the rest of you looking to get the best value, simply choose the kit that's best for you and your family, and receive significant savings even beyond wholesale. Going forward, you then receive wholesale pricing on everything you order. These are some of doTERRA's most popular kits.

Review briefly the kits on page 4.

The Diamond Kit gives you nearly everything that doTERRA has to offer at significant savings. The Every Oil Kit gives you every oil available so that you're ready for anything! The Family Essentials kit is a small sampler kit with just the essentials. The Home Essentials kit contains larger bottles of the same oils plus a diffuser so you receive 3 times the oil for less than double the price. The Natural Solutions kit is my favorite! (point to the kit on page 5) It has the top 10 oils + best diffuser + Lifelong Vitality supplements + fun oils to stress less, sleep better, live a balanced life and more!

Explain the savings and benefits of purchasing this kit.

With this kit you save over \$98 off of the wholesale cost which is like getting the diffuser and more for free! Also you now begin to receive 15% back on future orders in product credits, AND get 100 PV of product credits in your account when you order a minimum of 100 PV next month. That's \$100 worth of FREE oils! Each of the larger kits offer savings and significant rewards.

10 LOYALTY REWARDS PROGRAM (LRP)

Going forward, the Loyalty Rewards Program is your smartest way to buy. doTERRA gives back to loyal customers who choose to order monthly. With this generous program, you can earn up to 30% back in free product credits. For example, for every \$100 you spend, you would receive the equivalent of \$30 in free product. You can also earn a free bonus product each month.





DOTERRA® CHANGES LIVES

11 Whose lives do you want to change? Start by changing your own! I changed my life by...

Share how dōTERRA has changed your life and/or other's lives.

Live: *The best way to begin is by simply having these gifts of the earth in your home, right at your fingertips so you're ready for anything! Your next step is to learn how to get the best results with your products and find solutions for you and your family. Be sure to take a Live Guide and schedule a Lifestyle Overview today. Everyone who enrolls gets a FREE Live Guide. This Live Guide is full of tips, recipes, and ideas to go beyond what we've learned tonight.* Flip through the Live Guide quickly so they can see. Tell them how to schedule with you or the host.

Share: *Now I've got to be honest with you. Because you are going to love your results so much, you are not going to be able to keep these to yourself. You've likely already thought of others who could benefit from these solutions and said to yourself, "I need to tell... Aunt Susan or Jenni." Or maybe you would love to earn free products or extra spending money. Whatever it is, why not be part of sharing natural solutions with those you care about by hosting a class and offering them a way to change their lives. Sharing is rewarding!* (Show booking incentive for those that book a class right then. Share simple hosting incentive too) *Also, take a Share Guide and schedule your Hosting Overview today.* Tell them how to schedule with you or the host.

Build: *So back to the question I already asked, "Whose lives do you want to change?" For those like me and _____ (host) who want to proactively educate others about their health and sometimes even their wealth, there is a great opportunity here for you! We've already talked about how our modern healthcare system simply isn't meeting our needs. There is a huge demand for other options. People are looking for financial solutions as well, and far too many are just surviving instead of thriving. They're living their jobs and trying to fit their lives around it. We've switched that paradigm and have chosen to LIVE our lives around our family and the things that matter most while serving others and building an income. For those of you who want to change many lives and create financial freedom, be sure to grab a Build Guide and schedule a Business Overview today.* Tell them how to schedule with you or the host.

EXPLAIN ENROLLMENT FORM

Point to each section as you explain.

12 Set up your wholesale account by choosing the kit that is best for you and your family.

Share any enrollment specials/promotions provided by dōTERRA and/or your upline support, so guests can keep PV requirements in mind when choosing their kit.

Share incentive gift for those who enroll at the class.

13 For any additional items that are not in your kit, simply add those to your enrollment order here or place on your next month's Loyalty Rewards order here.

14 Everyone who creates a 125 PV LRP order for next month receives a FREE reference guide (or whatever you choose as an incentive). Fill that in now if you are ready. Otherwise we will go over it during your Lifestyle Overview.

15 For those who intend to simply use these products for yourself and your family, complete this Wholesale Customer Agreement. For those who see yourself sharing with other people or creating an income, fill out a Wellness Advocate Agreement. Just fill in the shaded portions with your personal information.

Whatever level of change you want to take part in, you can make a difference in your family and in the world! I am so grateful to be part of a company that partners with growers all around the world who grow, harvest, and distill these precious gifts of the earth. As we use and share dōTERRA, we bring back the health traditions and wisdom of the ages. We provide jobs, schools, and basic needs for many growers and their communities. Together we can make this world a much healthier, happier place. Thank you for being here! Feel free to look up your health priorities and find solutions in these reference guides. We'll be coming around to answer any questions you may have and please enjoy the essential oil-flavored refreshments!

When it comes time to enroll someone with a kit, utilize these proven questions to genuinely address any concerns and help them make better buying decisions. If someone has 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." Don't make assumptions about their ability to purchase. Let them choose what's best for them.

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 is an indication of how much they're willing to spend. For more serious interest, show the value of the Natural Solutions, Every Oil, or Diamond kits. For less serious interest, show the value of the Family Essentials or Home Essentials Kits (most people will upgrade to the Home Essentials Kit).



Less Serious



More Serious



Extremely Serious

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.

FOR THOSE WHO MAY HAVE A CONCERN...

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 identify and 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 value and benefits they get from the products/kit, 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 IS AFFECTING 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.

AFTER THE PRESENTATION



LIVE

- Enter new enrollments at mydoterra.com (Follow up with those who didn't enroll within 48 hours).
- Give a *Live Guide* to new customers. Schedule their Lifestyle Overview within a week of receiving their kit.



SHARE & BUILD

- Give a *Share Guide* to those who booked a class. Schedule a Hosting Overview within a few days.
- Give a *Build Guide* to those interested in the business. Schedule a Business Overview within a few days.

Enrolling someone without following up is just like hauling buckets. Enrollment in the Loyalty Rewards Program is key to your enrollee's consistent and ongoing use of their products and building your pipeline. The Lifestyle Overview is the first step of follow-up for every new member, no matter what path they choose moving forward. It is the gateway to finding sharers and builders who are part of you successfully building a residual income.

The way to successfully build is by enrolling those who enroll others in living, sharing, and building dōTERRA®. This duplication begins by engaging in timely follow-up with your own enrollees and then continues as your builders learn to do the same. Support your new enrollee's choices for involvement by using the following process to guide your simple and effective follow-up.

CUSTOMERS



- 1 Prepare for Overview**
 - Invite them to complete the steps on the first page of the *Live Guide*.
 - Optional: Add them to new customer track in Share Success Pro app.
- 2 Lifestyle Overview**
 - Do their Lifestyle Overview within a few days of their kit arriving. Utilize the virtual Lifestyle Overview at sharesuccess.com/live.
 - Help them map out their Healthy Lifestyle Plan by reviewing how to use their products and filling in each section on page 12.
 - Show them how to find their own solutions using page 13 and your favorite reference guide and/or app.
 - Review and answer any questions about their membership.
 - Assist them in setting up their LRP order.
 - Connect them with how to “learn more” on back of *Live Guide*.
 - Invite them to share or build.

SHARERS



- 3 Prepare Host to Share**

Prepare them for their class by reviewing the *Share Guide*. The intention is to help the host fill a class with well-qualified attendees. **The ideal for the new member is to host a class within 14 days of enrollment.**
- 4 Ensure Customer Follow-up**

Show them how to follow-up with their new enrollees (see steps 1 and 2 above). Do the first few follow-ups together. If they aren't following up, you or the sponsor need to.
- 5 Invite to Build**

Go to BUILDERS 3 and 4.

Prepare your class host at sharesuccess.com/share

BUILDERS



- 3 Share the Build Guide**

Introduce the opportunity by sharing the *Build Guide*. The intention is to get their commitment to build and they complete the First 3 Steps ideally within 48 hours.
- 4 Introduce the Launch Guide**

Expose them to the 12 Steps of the *Launch Guide*. Introduce them to sharesuccess.com/launch as their companion training to the guide.



Learn to introduce the opportunity at sharesuccess.com/build

placement STRATEGY

Correctly placing those you have enrolled is critical to your rank advancement and qualification for commission bonuses. Set clear expectations from the beginning to safeguard relationships and ensure best placement for success. You have 14 days to discover what level of participation interests a new member. For placement changes, talk to your mentor. Understand the three pathways in dōTERRA so you can ask which one interests them at the end of a class or Lifestyle Overview. Use the following steps to determine where to place them.

1 IDENTIFY NEW ENROLLEE'S ROLE

CUSTOMER

- Primary interest is in using the products for their health.
- Not yet expressed commitment to sharing or building.
- May or may not be on LRP.
- Likely a Wholesale Customer.

SHARER

- Not yet committed to building a business intentionally.
- Willing to host a class and invite friends and family to learn about the products.
- Committed to a 100 PV+ LRP order monthly.
- Could be upgraded to a WA.

BUILDER

- Self-identifies as a builder.
- Scores high on *Prioritize Your Names List*.
- Engaged in enrolling others.
- Committed and/or capable (see below).
- Enrolled as a Wellness Advocate.



Identify what kind of builder they are

The placement of builders on your team is crucial for long-term success. Place people who are committed **and** capable on your first level. Consider putting builders who are either committed **or** capable on your second level.

- **Committed:** They do the First 3 Steps in the *Build Guide*.
- **Capable:** They enroll someone on their own in their first 14 days.

2 IDENTIFY YOUR ROLE

ENROLLER

- Usually the person who brought the enrollee to dōTERRA. (Whose contact is it? Who did the work to engage and enroll them?)
- Receives Fast Start bonuses on their new enrollee's purchases for their first 60 days after their enrollment.
- Works with Sponsor to predetermine who does Lifestyle Overview, follow-up, and other support.
- Counts for rank advancement (one per physical leg).

Always keep enrollership on your enrollees until it makes sense to transfer to their sponsor or another builder for rank advancement.

SPONSOR

- Person under whom the enrollee is directly placed (also referred to as their direct upline).
- Benefits from Power of 3 and unilevel bonuses.
- Assists with the Lifestyle Overview and other follow-up needs (depending on arrangements made).
- The Enroller can change a new enrollees' Sponsor once during their first 14 days of enrollment via the back office.

Sponsor builders who are committed AND capable on your front line.

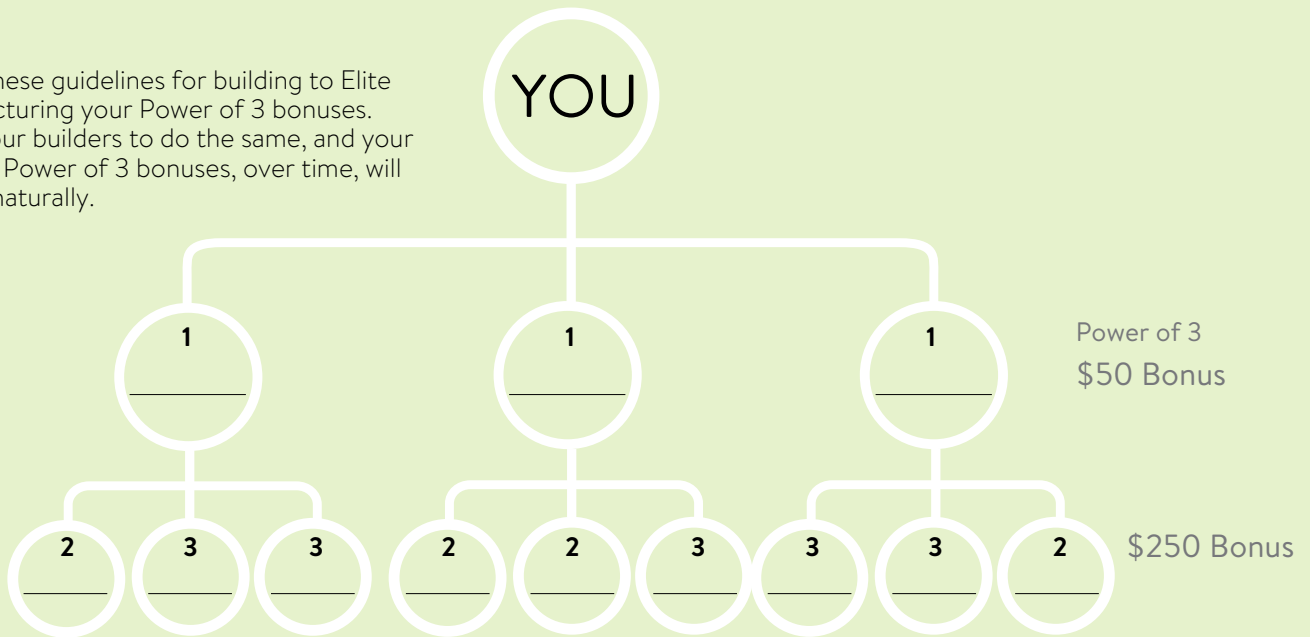
Have clarifying conversations with your existing builders before placing new enrollees under them (making them the sponsor), i.e. *"I have a new enrollee I'd love to place under you. It's important that I make sure they receive their initial Lifestyle Overview and follow up to match their interest in product education, sharing, and building. Can you commit to be that support for them?"*

3 MOVE IF NEEDED

As enroller, you have the ability to change someone's sponsorship once within their first 14 days if it serves to move them to better placement. Consult your mentor for placement strategy. Go to your back office at mydoterra.com, click on the "TEAM" Tab, then on "Sponsor Changes" on the left side, and enter their new sponsor's WA#.

YOUR LAUNCH TO ELITE

Follow these guidelines for building to Elite and structuring your Power of 3 bonuses. Teach your builders to do the same, and your rank and Power of 3 bonuses, over time, will happen naturally.



KEY

- 1 = Committed AND Capable Builder
- 2 = Committed OR Capable Builder/Sharer
- 3 = Sharer or Customer

○ You & Your Enrollees

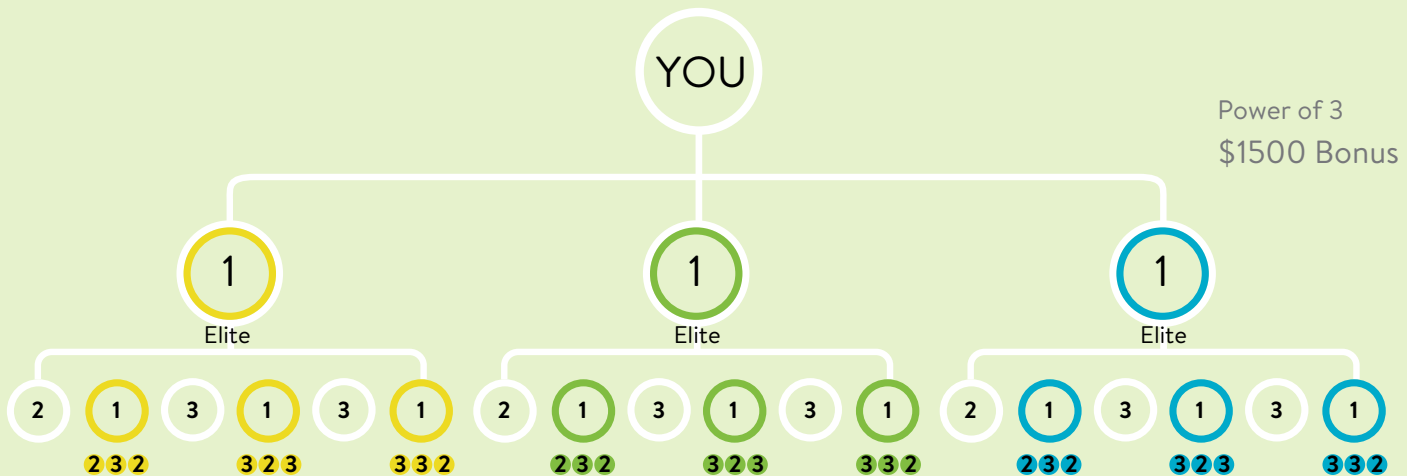
● Your 1st Builder & Their Enrollees

● Your 2nd Builder & Their Enrollees

● Your 3rd Builder & Their Enrollees

LAUNCH THREE ELITES

placement strategy example



PLACEMENT TIPS

For Wholesale Customers

- Place Wholesale Customers (WC) where they get support and help create your rank and Power of 3. If they decide to build later on, be mindful of their initial placement to create easier transition later (within first 90 days).

For Wellness Advocates

- Place new Wellness Advocates (WA) under intentional builders (committed & capable) where and whenever possible.
- Place them where they will grow and be best supported.
- Place them where they support your rank and/or Power of 3.
- If you don't have builders yet, consider asking a family member to enroll as a place holder, and put your enrollees under them until you find a builder to take their place.

mentoring BASICS

You are in business for yourself, but not by yourself. Partnering with your upline mentor can dramatically increase your own success and the success of your builders. To grow, you spend time both receiving mentoring and mentoring others.

Everything duplicates. By showing up accountable to your mentor, you attract greater accountability from your team. Mentoring is about bringing out the brilliance in others and helping them find their passion, solutions, and drive. As you discover yours, you are better able to serve your builders as their strategy and accountability partner.

Your growth determines who you are. Who you are determines who you attract. Who you attract determines the success of your organization. If you want your organization to grow, you have to remain teachable.

- John C. Maxwell

BE MENTORED

1. Schedule weekly calls with your mentor. Reach out more frequently as needed in a predetermined method of communication.
2. Send a picture of your completed *Success Check-in* prior to each weekly call.
3. Call your mentor at the appointed time.

TIPS TO BE MENTORED

- Call on time.
- Treat the *Success Check-In* as an indispensable tool for success and growth.
- Come prepared to discover your own solutions, rather than expecting your mentor to solve everything for you.
- Turn to your mentor for strategy, not therapy.
- Utilize consistent personal development to surpass limitations and to be better prepared to find solutions and strategize.

BE A MENTOR

1. Schedule weekly mentor calls with your builders. Predetermine your preferred method of communication outside of mentor calls.
2. Make sure you receive their *Success Check-In* before the call. Give special focus to vital action steps, and discuss how to do them effectively.
3. Invite your upline to join you in 3-way calls with your builders as you grow your mentoring skills.

TIPS TO MENTOR

- You don't need to know everything. Let the *Launch Guide* and the Launch videos be the experts.
- Focus on solutions, not problems. Move builders from concerns to possible solutions quickly.
- Develop a relationship of trust by keeping confidences and commitments.
- Keep calls professional and under 30 minutes.
- Be a true friend. Edify and encourage them. Help them see their own gifts and brilliance.
- Refer them to personal development to overcome limiting beliefs and increase skills.

BE RESILIENT

Difficulties happen to everyone. There may come a time when you become discouraged. Your mentor will know this has happened if you stop calling, stop enrolling, or start making excuses. If this happens, how would you like your mentor to respond to help you move back to a state of commitment and resilience? Share with your mentor in your next Mentor Call.



A successful mentoring call ends with the mentee knowing what they will do next, and feeling they can do it! - Melyna Harrison

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

What's working in my business?

What's not working in my business?

2 ACCOUNTABILITY *My ability to do simple steps consistently with high accuracy creates my success.*

# AND/OR DESCRIPTION	P REPARE	I NVITE	P RESENT	E NROLL	S UPPORT
LAST WEEK					
THIS WEEK					

3 GOALS & INTENTIONS *I am my first enrollment of every day. I continually renew my commitment.*

I am currently a _____ and my average monthly income is _____.

(rank)

Short-term goal _____ by _____.

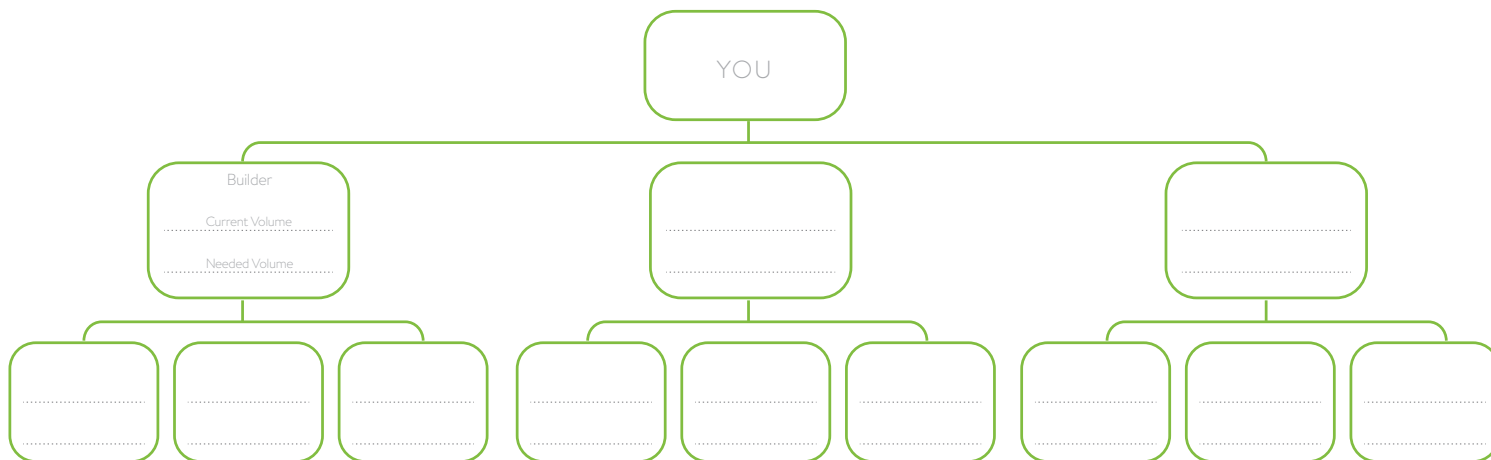
(rank, bonus, income, etc.)

(date)

Long-term goal _____ by _____.

(rank, bonus, income, etc.)

(date)



4 VITAL ACTION STEPS

MY PART

UPLINE SUPPORT

What needs to happen?

What do I need to do?

Do I feel I can do it?

What support do I feel I need?

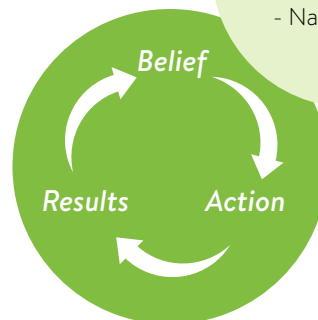
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My success is up to me. I determine the actions I take. I seek and gain the necessary training to increase my results. I break through limiting beliefs, build my character, and expand my influence. I'm committed to reaching my goals.

INITIAL

What you believe and the principles you live by determine who you are and the results you experience. At this level of your success, exercising the courage to share comes easy when you love and believe in the product. Reflect on the Belief Levels in the pyramid below and observe how they build upon each other as you grow in experience and success. Choose to live the Success Principles and develop your mindset to become a leader who others want to follow. Your results are success, strength in your organization, and a financial pipeline in dōTERRA®.

*Whatever the mind
can conceive and
believe, it can achieve.*
- Napoleon Hill



SUCCESS PRINCIPLES



Everything begins with belief! Belief fuels the actions that create your results. Build your belief in dōTERRA products to fuel your actions of sharing, and create the results you desire in your health and in your business.

BUILD BELIEF IN THE PRODUCTS

Building your belief in dōTERRA's products is the foundation of your success. It creates the willingness and desire to share with others. Use your products daily to become a product of the product, so you can live what you teach and be equipped with experiences and solutions to share!

- 1 Put your oils and products in easy access locations throughout your home. Turn to them first when health priorities come up.
- 2 Get solutions for your health priorities by implementing your Healthy Lifestyle Plan (from your Wellness Consult in the *Live Guide*) into your daily routine and products.

- 3 Empower yourself with the tools to become your own oil expert. Discover solutions for your family using a reference guide or app.
- 4 Order through the Loyalty Rewards program to earn free products to support your healthy lifestyle. Use your free products to share and build belief in others.
- 5 Continue to expand your understanding of dōTERRA's product line at sharesuccess.com/live and at training events. Gradually uplevel your own wellness as you share.



tell YOUR STORY

Facts tell. Stories sell.

Sharing personal experiences about how dōTERRA®'s products have provided powerful solutions can help others be more open to learning more about dōTERRA's natural solutions.

What led you to dōTERRA? What concerns were you dealing with? What frustrations did you experience due to those concerns?

What experiences have you had with the oils? Product? This can be your own experiences or even someone you know.

How have those dōTERRA products changed your life? What was life like before? What is life like now?

While telling your stories, avoid referencing:

- Disease names
- Replacing medications with products
- Life-threatening symptoms

Do refer to:

- Wellness benefits
- Body systems and supporting normal healthy processes
- How you *felt* during your experience

SUCCESS PRINCIPLES: *courage*

With your belief in the product and its value in your life, your enthusiasm naturally cultivates the courage to share. Your authentic and sincere desire to bless the lives of others builds trust and confidence in those you invite. These timeless principles of paying it forward are at the core of true success. Choose to continuously grow your belief, courage and confidence. Read this *Confidence Statement* daily with intensity of emotion, to program your sub-conscious mind for success and stir your heart to action!

*Courage is simply
the willingness to
be afraid, and
act anyway.*

- Dr. Robert Anthony

CONFIDENCE STATEMENT

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 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 FULLY realize wealth, position, and rank long endure when built upon truth and justice. Therefore I engage only in transactions which benefit all whom they affect. I succeed by attracting the forces I aspire to use and the cooperation of other people.

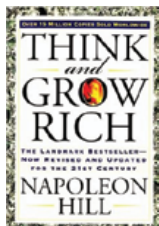
I ENCOURAGE and invite others to serve me because of my willingness and efforts to serve others. I live in compassion, gratitude, selflessness, and optimism by developing love for all humanity. Others believe in me because I believe in them and in myself.

- *I influence and make a difference in _____ (#) of lives.*
- *I earn \$_____ monthly through my dōTERRA business.*
- *I am a _____ (rank) on or before _____ (date).*

In exchange for this rank and income, I give my very best effort. I continue to act until I have developed sufficient self-confidence for its attainment.

*I sign my name, commit this to memory, and repeat
it with full faith that it is continually influencing my
thoughts and actions, creating the results I desire.*

Signature



This statement is adapted from *Think and Grow Rich* by Napoleon Hill. Bonus: Read or listen to this book to develop a wealth mentality. Also watch *The Strangest Secret* by Earl Nightingale on YouTube.

congratulations on launching your business!

Keep growing by continuing the momentum you've started while launching your business. Follow this simple formula consistently to change lives, grow yourself, and create your residual income pipeline.

- ① Share Oils
- ② Enroll Customers & Builders
- ③ Launch Builders

NEXT STEP:



grow to Premier!

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