



BACK TO *Basics*

THE BASIC DUPLICATION MODEL + ADVANCED LEADERSHIP



welcome to back to basics

Dear Wellness Advocate

WE ARE SO EXCITED YOU HAVE DECIDED TO JOIN US ON THIS JOURNEY.

Not only have **dōTERRA®** products changed our family's health in significant ways, but the business model has forever changed our financial future and countless others' across the globe. Essential oils are what we love, what we use, and what we promote. We are so grateful for the countless people who train and educate on the oils in such a powerful way. This has allowed us to focus and devote our entire training to teach you effective ways to build dōTERRA as a business. We are fortunate to have had the incredible opportunity of building this business all over the world and working with literally hundreds of thousands of people. One very important thing we have learned along the way is there is an effective way to build this business and an ineffective way. By following the exact step-by-step process that we teach you in this workbook—the Daily Mentor Calls and our retreats and trainings—you will have the confidence to build your business in the most effective way anywhere around the world. The good news is that it's VERY SIMPLE. There's no need to complicate it, and anyone can build this business with the right skill set.

SO LET'S GET STARTED!!

allyse & patrick sedivy



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Getting Started

1. Download the Back to Basics Workbook www.allysesedivy.com/retreat-workbook
2. Listen to the Daily Mentor Calls as a companion to this workbook www.dailymentorcalls.com
3. Follow us on social media to see upcoming trainings facebook.com/allysesedivy instagram.com/allyse_sedivy
4. Listen to **DAILY MENTOR CALL #1**

ASSIGNMENTS TRACKER

Assignment #1:

Assignment #2:

Assignment #3:

Assignment #4:

Assignment #5:

Assignment #6:

My Launch Week Date:

First things to implement:

PART 1: EFFECTIVE SAMPLING



CREATE YOUR NAMES LIST

The beginning of your business will be filled with Effective Sampling, which is why you want to have a lot of people you can sample.

Try to get your names list to at least 100. If you struggle to think of names, look at your work place, your church, interactions with other parents, and people who write about health/money/time issues on your social media feeds.

You'll use a 7-point/star rating system to filter your names list. The attributes of this rating system are common characteristics of very successful dōTERRA leaders.

People will sometimes surprise you, but this rating system gives you a good starting point.

While many of your enrollments will be customers, filtering your names list will help you focus your attention on finding Committed and Capable builders.

LISTEN TO DAILY MENTOR CALL #2

Create your names list

- This will be one of your greatest assets in dōTERRA. A good names list is where you always begin when starting your business or creating new momentum.
- Use the dōTERRA memory jogger <https://media.doterra.com/us/en/brochures/memory-jogger.pdf>.
- Keep it in one place. Use your dōTERRA-specific notebook, something digital like a Google doc or sheet, or Evernote.
- Write as many names as you can think of. Remember you'll be adding to this list as long as you're building dōTERRA.

LISTEN TO DAILY MENTOR CALL #3

Rank each name on your list

1. Female
2. Has a money/time/ purpose need
3. Age 30-55
4. Interested in natural things
5. Has business/sales experience
6. Socially influential
7. Has a supportive spouse

LISTEN TO DAILY MENTOR CALL #4

Create a plan for each name

- Decide which form of contact would be the most effective: talking to them in person, phone call, text, email or social media.
- Decide whether you will approach them first with the product or the business side of dōTERRA.

LISTEN TO DAILY MENTOR CALL #5

Effectively contact your list

Product approach if you already know their ailment:

I've been thinking about you lately. I have fallen in love with essential oils and I've had some pretty amazing experiences with essential oils [talk about a simple but powerful personal experience with the oils or you could share someone else's experience]. I thought about you [if you know their health challenge or their family's health challenges]. I would love to give you a free sample of essential oils for you to try. They are safer, cheaper and often more effective than medication. I think you will have a great experience like I have. Are you going to be around tomorrow for me to [drop it off/give it] to you?

Product approach if you DON'T know their ailment:

"I've been thinking about you lately. I have fallen in love with essential oils and I've had some pretty amazing experiences [talk about a simple but powerful personal experience with the oils or you could share someone else's experience]. I know that all families deal with different kinds of ailments. I would love to give you a free sample of essential oils for you to try. They are safer, cheaper, and many times more effective than medication. I think you will have a great experience like I have. Are you going to be around tomorrow for me to [drop it off/give it] to you?"

Business approach:

I've been thinking about you lately and wanted to let you know that I do the most amazing thing: I sell essential oils. They're safer, cheaper, and more effective than other things we have a tendency to use for our healthcare. Essential oils have no side effects or addictions. I have fallen in love with essential oils and I've had some pretty amazing experiences with them. They have totally changed my family's health [talk about an experience that you have had or a member of your family has had with essential oils]. Sharing essential oils with others has also changed my life financially. So many people are interested in using natural alternatives. I'm looking for someone that I can put my time, my talents, and my resources into that could also share the power of essential oils with others and I thought about you. Are you familiar with essential oils?

Business approach for people that you haven't talked to in a while:

No one likes to feel used. When someone gives you a call that you haven't talked to for a long time, it's exciting especially if you have a great conversation. However, if at the very end of the conversation they talk about a business opportunity it's likely you will feel used and uncomfortable. So I recommend to simply start the conversation

by saying, *"It's been such a long time since we have talked and I have something that I specifically wanted to call you about but first tell me what's going on with your family."* Talk for as long as it feels comfortable. After a while the person you called will usually say, *"So tell me what you were calling about."* Don't worry if you end up running out of time and have to get off the phone. Usually the person that you called will say, *"You had something that you wanted to tell me."* Then you simply answer, *"It was so great talking with you again. It's okay, I can call you tomorrow and tell you about the reason I was calling."*

Tips for getting a hold of people that won't respond:

Text:

"I have great news—call me."

Email:

"I've been thinking about you lately and I have something really exciting to share with you. When can we get together?"

Social media:

"I've been thinking about you lately and I have something really exciting to share with you. When can we connect?"

How to Give an Effective Sample

LISTEN TO DAILY MENTOR CALL #6

Why do we give out samples of essential oils?

dōTERRA is one of the fastest growing network marketing companies in the world. With our focus on product, we let people experience the power of essential oils before they are ever asked to purchase. This is what sets us apart from other companies in our industry. Every mom should have an essential oil key chain so that she can access the oils wherever and whenever the need arises.

Take your time in the preparation period. The more contacts you have with a person before they are asked to make a buying decision, the more likely they are to purchase essential oils and want to build the business with you.

LISTEN TO DAILY MENTOR CALL #7

Sample Prep

There are effective ways to sample, and there are ways that just waste your time and money. Follow this method exactly (DO NOT TWEAK ANYTHING), and you can anticipate 80% attendance at your classes, higher enrollments, and more people signing up with LRP! You will also find builders quicker.

- The samples we give are always free.
- Sample only ONE health challenge.
- Choose health needs with acute symptoms and things they'll see quick results with.
- Sample only ONE oil at a time (it's actually a good thing when you need to go back and deliver more samples).
- Set proper expectations for the experience.
- Give 10–20 drops of an essential oil so that it will be enough for a few applications.



LISTEN TO DAILY MENTOR CALL #8

Deliver the Sample and Set Expectations

Deliver the sample in person or send it in the mail (you may include a couple samples for one ailment if you are mailing them; just tell them to only use one at a time).

What you need:

- A sample of the essential oil you feel will be most effective.
- A quick reference essential oil book to give them for free (A-Z guide).

Set Expectations

“Essential oils are similar to medication in this way. When you have an ailment and you go to the doctor and receive a prescription and if you use it and it doesn’t work, you usually don’t think to yourself ‘I’m never going to try medication again because it’s all useless.’ What you think is ‘That medication didn’t work well on my body so I need to go back to the doctor and ask him for something different.’ We have been programmed this way—we understand that medications affect people differently. Essential oils are similar in the fact that each oil is not going to have the exact same effect on every single person. So if you use an oil and don’t get the results you’re looking for, that’s okay, we can try something else. If you’re patient enough with essential oils like you are with medication, we will find something that is safer, cheaper and more effective for you.”

Tell Them How to Use It and What to Look For:

“Here’s what we’re going to do: When you’re getting into bed tonight, rub a few drops of this Serenity® oil onto your temples. Also graze your pillow with your fingertips. As you lay down and take slow, deep breaths, you’ll feel a wonderful calm come over you. You should feel more relaxed, and you should sleep better. But remember, if you don’t get the results that you’re hoping for we can try something else. I’ll call you in two days to see how it goes. Around when is the best time to call?”

Give them an essential oil quick reference guide and explain how to use it.

LISTEN TO DAILY MENTOR CALL #9

Two-Day Follow-Up Call

Give them a call two days after delivering the sample. This **MUST** be a **PHONE CALL!** Email or text is not effective for this step.

"Hi! Have you had an opportunity to use the (sampled oil) yet?"

If YES: (see below under the title: When they **HAVE** used their sample)

If NO: *"That's okay! Here's what we're going to do: When you get home tonight and start getting ready for bed, [repeat the usage instructions]. I think you're going to have a great experience but if you don't get the results your looking for don't worry. I can bring you another oil. If you're as patient with essential oils as you are with medication, we'll find something that is safer, more effective, and affordable for you. I'll give you a call in the morning to see how it goes."*

(If they didn't use it the first time) Next Morning Follow-Up Call

"Hi! Have you had an opportunity to use the (sampled oil) yet?"

If YES: (see below under the title: When they **HAVE** used their sample)

If NO: *"That's okay! Here's what we're going to do: Go get (the sampled oil) right now. We'll have a little oil experience together as we talk!"*

Give them instructions on how to use the oil, and give them a few minutes to feel the effects of it as you tell them a few things about essential oils.

When They **HAVE Used Their Sample**

"How was your experience?"

If anything **LESS THAN AWESOME:**

- Do not react or sound surprised. Simply listen to their experience.
- Restate what they experienced. *"Here's what we're going to do: If you'll continue to be patient with the process, I'll keep trying to find an oil that works for you. (New oil) is another one I think you'll have better results from. I'm going to get you a sample of that, and we'll see if that's the best oil to address your (health need). And when we've found the right oil, then you'll have something safer, more effective, and affordable to address your (health need)!"*
- Deliver the new sample and restart the sampling process

If they've had an **AWESOME experience: Move onto effective inviting!**

PART 2: EFFECTIVE INVITING



LISTEN TO DAILY MENTOR CALL #10

When they have had a GREAT experience with the oils . . . invite them to a class.

LISTEN TO DAILY MENTOR CALL #11

How do I get people to actually come to classes?

LISTEN TO DAILY MENTOR CALL #12

How important is the invitation to a class?

LISTEN TO DAILY MENTOR CALL #13

How do I effectively invite to a class?

When they've had an AWESOME experience:

- Now is when you invite them to your class!
- *"If you think (essential oil) is awesome, that's just the tip of the iceberg! It's incredible how many things you can solve with essential oils."* (Share one or two powerful experiences that you or your family have had with essential oils) *"Here's what we're going to do: There is an amazing Intro to Oils class on _____ and another class _____. I think what you will learn could change your life. I would love for you to come. Which of those times works better for you?"*
- Set the date and time and let them know you'll give them a call with more details two days before the class.

LISTEN TO DAILY MENTOR CALL #14

Two-day phone call reminder / two-hour text reminder

Always do the two-day phone call reminder and the two-hour text reminder. These drastically increase your attendance rates if you do them as you've learned! *Do not change or tweak the reminders. They are proven to be the most effective way to help your prospects get out the door and to your class.*

- CALL them two days before the appointment and give them some more info about the class. Do not ask them if they are still planning on coming, assume that they are: *"Hi, I'm excited to see you! In the class this Thursday we will be talking more about essential oils and anxiety. I think it will really help your daughter. There will be plenty of parking on the street, so just find the closest spot."*

- TEXT them two hours before the appointment, THIS MUST BE A TEXT:

- *"I'm excited to see you tonight. I have a surprise for you."*
- *"Can't wait for you to come today. I've got a gift for you."*

If they text you back and ask what the surprise is simply respond with this text:

- *"Come and you'll find out, it's a surprise."*

Note that you can have any small surprise waiting at the appointment or class. It can be as simple as a sample of Lemon oil or On Guard®-soaked apple slices. The "surprise" piques curiosity and increases attendance.

LISTEN TO DAILY MENTOR CALL #15

Follow up with those who don't come right away

EFFECTIVE SAMPLING

Effective sampling gives a prospect the experience they need to justify enrolling and using dōTERRA in their life.

This sampling method is all about touches and exposure. Every touch increases trust and adds to their experience with dōTERRA. When someone has been sampled well, they come to a class not to learn about oils, but to decide what they want to get.

Preface each sample with this:

“Trying natural products is similar to trying traditional remedies. If something doesn't work, you don't decide to stay stuck; you try something else until you find what works. And when we've found what works for you, we'll have found a safer, natural, cost-effective way to help with your. . . .”



SAMPLING KEYS

- Sample ONE need
- Give a two-day supply (15 Drops)
- Sample their easiest health priority
- Show them how to use it
- Tell them you'll call in two days

MUST BE A PHONE CALL

“Did you have an opportunity to try the sample yet?”

See opposite page >>

INVITE TO A CLASS

"If you think ___ is awesome, that's just the tip of the iceberg. I can't even tell you how many amazing things there are to help you with any health need. I have a class on ___ or ___, and I want you to come. Which works best for you?"



Call two days before
"I'm excited to see you!"



Text two hours before
"I've got a surprise for you"

"How was your experience?"

IT WAS GREAT



YES THEY TRIED IT

?

NOT GREAT

"Tell me about it"

- Listen to what happened
- Restate their experience
- *"Here's what we're going to do: You're being patient with this process, so I'm going to be patient with you. We're going to keep trying things until we find what works. And when we do, we'll have a safer, natural, and cost-effective way to help you with your ___."*
- Give them a new sample.

IT WAS GREAT



?

"How was your experience?"

YES THEY TRIED IT

NO THEY DIDN'T TRY IT

!

REDIRECT

"Here's what we're going to do."

(Give them instructions to use their sample that day/evening and let them know you'll call in the morning.)



CALL IN THE MORNING

MUST be a phone call
"Did you have a chance to try the sample yet?"

THEY DIDN'T TRY IT

"Here's what we're going to do"

Have them get the sample and try it right then.

PART 3: INTRO TO OILS CLASS



LISTEN TO DAILY MENTOR CALL #16

My Craziest Class

LISTEN TO DAILY MENTOR CALL #17

Intro to Oils Overview

Your Intro to Oils presentation is the basis of all education in your business. No matter what specialty topics you want to teach in an advanced or continuing education class, the Intro to Oils presentation is always the foundation.

Here you'll learn the components of a successful Intro to Oils class. You can apply these components however you prefer to teach (for example, using the company's handouts).

You'll also have the opportunity to learn a specific way to teach an Intro to Oils presentation. This is no ordinary intro class! This is the class that has been most successfully duplicated and has the highest enrollment rate! It is highly recommended that you master this class.

Note that the class handouts are given toward the end of the class, as not to distract the attendees during the presentation.

Supplies

- Essential oils: Peppermint, Wild Orange, Deep Blue®, On Guard (and Lifelong Vitality Pack®, if desired)
- 10–15 Sample oils (¼ drams for giveaways. Sample vials of the top 10 oils are recommended.)
- Class handouts or enrollment forms—download from dōTERRA

- If you aren't using class handouts then you also will need plain paper (for people to write the top 3 health concerns on) and you will need a print out of the different kits available for people to purchase.
- Pens
- 8-Vial Key Chains (incentives for attendees to book a class)
- 8–10 Essential Life books (or other oil reference books)
- Light refreshments (for the Basic Business Intro at the end of the class) **DO NOT HAVE REFRESHMENTS FOR THE INTRO TO OILS CLASS.** Just water and a few oils like Lemon, Lime, Wild Orange, and Slim & Sassy®.

Successful Event Tips

- Hold presentations in distraction-free environments (no kids or pets running around).
- Keep the class presentation to around 45 minutes (never over an hour) with an additional 15–20 minutes to sign people up.

Components of an Intro to Oil Presentation

1. Welcome and intentions **(1 minute)**
2. Tell your story **(2 minutes)**
3. Three things about oils (natural, effective, & safe (CPTG®) **(10 minutes)**

4. Three ways to use oils (aromatic, topical, & internal) **(10 minutes)**
5. Product experiences from attendees **(10 minutes)**
6. Transition to Wholesale and Kits: Three Ways to Purchase **(5 minutes)**
7. Transition to the Business: Three Types of People **(2 minutes)**
8. Your most powerful experience with the oils, explain the enrollment process **(5 minutes)**

This part of the presentation should be 45 minutes long.

9. Help people enroll, schedule classes for guests to host, set up wellness consults, and invite to stay for Basic Business Intro **(15–20 minutes)**
10. After the class, Basic Business Intro will start 20 min after you finish presenting, immediately after you help people enroll **(15–20 minutes)**

If people stay for the Basic Business Intro, the entire event will last anywhere from 1 hour and 15 minutes to 1 hour and 25 minutes.

Script for Intro to Oils Presentation

LISTEN TO DAILY MENTOR CALL #18

Introduction

- Introduce who you are, how long you have been using essential oils and how long you've been teaching other people about the power of the oils.
- If you just started using essential oils or just began sharing the oils you can simply share what attracted you to essential oils.
- Your intention is to help them understand the power of essential oils and how it can change their health and their family's health.
"I'll have done my job today if you leave this class knowing three cool things about essential oils."
- Give a short testimonial of how dōTERRA essential oils have changed your life. This should be no more than one minute long and it should NOT be your most powerful testimonial. We're going to use your most powerful testimonial at the end of the class.

LISTEN TO DAILY MENTOR CALL #19

3 Cool Things About Oils

First Cool Thing: 100% Natural and Safe

"The first cool thing about dōTERRA essential oils is that they're 100% natural and safe. There's nothing added to the oil or taken away from the oil. They're just simply pure essential oils with no side effects and no addictions. They're safe for babies, children, adults, and the elderly. Oils are extracts from plants that have amazing health benefits. A pure oil is about 50-70 times more powerful than herbs. One drop of Peppermint essential oil is equivalent to drinking 28 cups of peppermint tea. So they're really potent!"

"To help you feel how powerful dōTERRA essential oils are, let me give you an experience with one of the most important essential oils: Peppermint."

(Have everyone put a drop of Peppermint in their palm.) *"Okay, everyone dab your finger in the oil and now put it in your eye. JUST KIDDING! There was actually a class where someone was trigger happy and actually did that, and it didn't feel good! If you ever get oils in a sensitive part of your body, just use a carrier oil like Fractionated Coconut Oil and directly apply it to the effected area.*

It will take the sting away fast. You can actually use a lot of different carrier oils like sunflower oil or olive oil. The reason we like to use Fractionated Coconut Oil is it's really good for your skin and it doesn't leave an oily residue."

"Now don't be afraid and dab the tip of your finger in the oil, and then press your finger onto the roof of your mouth. Now the other way we'll use it is by rubbing it between the palms of our hands, and then cupping our hands together and breathing in deeply. Be sure to not get it close to your eyes because it might make them water. See if you can breathe that in for 30 seconds! How does that feel? [Wait for responses.] That one drop of Peppermint was the equivalent of you drinking 28 cups of peppermint tea. That's how powerful these oils are!"

"What I love about these oils is the CPTG standard. It stands for Certified Pure Therapeutic Grade, and it means these oils are completely pure and potent.

Pure means there are no foreign contaminants or fillers. Potent means that each plant was grown in a part of the world where that plant grows best, resulting in the absolute best chemistry for that plant. When you have the ideal natural chemistry, the essential oil extracted does exactly what we want it to do for our health."

"So that's the first cool thing about essential oils, they are 100% natural and safe."

"Who can tell me the first cool thing about essential oils? (Give whomever raises their hand first a chance to say the first cool thing.) That's right, I have something for you."

LISTEN TO DAILY MENTOR CALL #19 - CONTINUED

3 Cool Things About Oils

... This is a sample of dōTERRA Peppermint. It's energizing, opens up your airways, great for fevers because it cools the body and wonderful relief for headaches."

Reward whomever answers with a small sample bottle of Peppermint!

Second Cool Thing: More Effective than Many Medications

"The second cool thing about essential oils is that they are more effective than many modern approaches to health problems."

"Before we move on, do we have any medical professionals in the room? (They raise their hands.) Okay, what I'm going to share next is going to sound very elementary to you. Most of us in this room don't have the medical training you do, so I'm going to really simplify things so that this makes sense to everyone. Is that Okay? (This prevents hecklers.) Let's go back to biology 101."

"Let's say this is a cell in your body (hold up your fist), and we know that cells have oily cell membranes. The cell membrane protects the cell, it keeps all the good things in and all the bad things out. Now two of the things that are harmful to our cells are bacteria and viruses. Bacteria usually forms on the outside of the cell and viruses duplicate the DNA on the inside of the cell. All you have to remember is bacteria on the outside and viruses on the inside. Let's say you went to the doctor with a bacterial infection.

What would he recommend for you? (Give you an antibiotic) And after taking the antibiotic for 7-10 days in most cases, it might clear up the infection—but it often comes with wreaking havoc on your gut, hormones, and immune system."

"Now if you had a virus like the cold or flu, what would he say? (Go home, drink a lot of water, rest and let it run its course.) The reason why is because most of the modern recommendations are water-based synthetic medications—and frequently come with side effects and addictions. Water and oil don't mix, so if the recommendation from your doctor is water-based, it will have a really hard time penetrating through that oily cell membrane and stopping the duplication of a virus."

"Essential oils are different. They are oil-based, which means they can permeate the cell membrane. They can work on a cellular level without side effects or addictions, and they can combat bacteria on the outside of the cell and prevent the duplication of viruses on the inside. That is why they are often more effective than the modern approach to health problems."

"That is the second cool thing about essential oils."

"Who can tell me the second cool thing about essential oils? (Give whomever raises their hand first a chance to say the second cool thing.) That's right, I have something for you.

This is a sample of dōTERRA On Guard. It's great for your immune system, soothes sore throats and is a great cleanser for your hands and home."

Reward whomever answers with a small sample bottle of On Guard!

Script for Intro to Oils Presentation

LISTEN TO DAILY MENTOR CALL #19 - CONTINUED

3 Cool Things About Oils

Third Cool Thing: Cheaper Than Traditional Medical Care

"The third cool thing about essential oils is that they are more affordable than traditional medical care. Let me explain. . . . Who can tell me their copay for visiting the doctor? (Let people volunteer their copay until you find the cheapest one in the room, don't worry if someone says zero. Just go with the lowest number.) "And if your doctor gave you a prescription for an antibiotic, how much would it cost to fill the prescription?" (Let people volunteer how much they'd spend on the prescription until you've found the cheapest one; once again don't be worried if someone says zero. The numbers will work out.) "When someone in my family has an ear infection, we rub two drops of Lavender and two drops of Tea Tree around their ear, and put them to bed. 12 hours later, the ear infection is cleared up. It usually takes 7 to 10 days when you're using antibiotics. With my essential oil remedy it costs us about 0.64¢. Now whether it costs you \$20 for the copay and the prescription, or whether it costs \$0 because you live in a country with free medical care, essential oils are still less expensive than the gas in the car you pay to go to the doctor's office. That's not including the half day of work you probably had to take off for this emergency. We also haven't taken into account the fact that antibiotics harm your gut, and that you might have to buy extra

probiotics for two weeks to fix the damage, which is even more money."

"We save hundreds of dollars a year in medical costs because of essential oils. You cannot afford NOT to use natural solutions! THAT is why essential oils are more affordable than traditional medical care.

"And that is the third cool thing about essential oils."

"Who can tell me the third cool thing about essential oils? (Give whomever raises their hand first a chance to say the third cool thing.) That's right, I have something for you. This is a sample of dōTERRA Lavender oil. It's great for calming your mind when you feel stress and anxiety, it helps with burns, bug bites and bee stings and it's a natural antihistamine."

Reward whomever answers with a small sample bottle of Lavender!

Optional:

"Who can tell me ALL THREE cool things about essential oils?"

Reward whomever answers with a small sample bottle! Share what that sample oil is good for.

LISTEN TO DAILY MENTOR CALL #20

3 Ways to Use Essential Oils

Sometime during this section, you want to share another experience. Your testimonial should be quick, under one minute, and it should be specifically about either the aromatic, topical, or internal use of essential oils. Do not give an example for all three ways to use essential oils; just choose one.

Aromatically

"Now that we know the three cool things about essential oils, let's talk about the three ways we use them. The first way to use essential oils is aromatically. Everyone take their fingers and pinch right above the bridge of their nose. (Everyone mimics your gesture.) Right under your fingers is your olfactory nerve. You can take your fingers off now because you look silly!"

"This nerve sends messages to the limbic system in your brain, which in turn sends messages to your entire body. Sometimes people think it's hokey to say oils could affect the body just by smelling them, but let me illustrate:"

"When you go to the dentist and need to be sedated, they don't give you a pill or a shot. Many times, they offer you laughing gas and ask you to breathe through a mask. In as little as 30 seconds of breathing the synthetic compounds through the mask the gas triggers your olfactory nerve and system sending signals to your body to help you relax and even feel euphoric. It's one of the fastest ways to access the brain. This happens exactly the same

LISTEN TO DAILY MENTOR CALL #20 - CONTINUED

way with natural compounds found in essential oils. When we breathe in natural compounds from essential oils, they hit our olfactory nerve and the olfactory nerve sends signals to the limbic system which in turn sends signals to the rest of our body. This can also happen with essential oils in as little as 30 seconds. There are a few ways to use essential oils. Aromatically you can breathe them from your hands, like we did earlier with Peppermint, use them in a diffuser, or breathe them right from the bottle."

"Let's have an experience with Wild Orange right now."

(Let everyone inhale a drop of Wild Orange from their hands. Ask them to describe how they feel.) *"It's amazing, isn't it! Not only does it smell really good but Wild Orange has natural compounds that help with stress and depression. I take Wild Orange with me wherever I go."*

"So the first way to use essential oils is aromatically."

"Who can tell me the first way that we use essential oils?"

(Give whomever raises their hand first a chance to answer.) *That's right, I have something for you. This is a sample of dōTERRA Wild Orange. It's energizing, invigorating and great for lifting your mood."*

Reward whomever answers with a small sample bottle of Wild Orange!

Topically

"The second way to use essential oils is topically. You can actually apply oils directly to the skin. For children and people with sensitive skin, you'll want to dilute them with Fractionated Coconut Oil. It's just as effective; it just takes a little longer to absorb so you won't feel that tingly sensation. You can even apply oils to the bottom of your feet—including babies—and it won't bother them. The skin on the bottom of your feet is not sensitive and the oil absorbs very quickly into the bloodstream."

It's a great way to get oils into your system fast."

"What health concerns would be best to use the topical application of essential oils?" (Let people answer and comment briefly.)

"So the second way to use essential oils is topically."

"Who can tell me the second way that we use essential oils?"

(Give whomever raises their hand first a chance to answer.) *That's right . . . I have something for you . . . this is a sample of dōTERRA Deep Blue.. It's a blend of essential oils that are incredible for soothing achy muscles and joints; it helps alleviate back pain and relieves headaches."*

Reward whomever answers with a small sample bottle of Deep Blue!

Internally

"The third way to use essential oils is internally. dōTERRA essential oils are not only safe to use internally, they are RECOMMENDED. The CPTG

standard means these oils are medicinal grade, and are completely safe to ingest, unlike most other brands. You can put them in your mouth or drink them in water. If you don't like the taste, put them in a Veggie Cap. It's like concocting your own little natural remedy."

"What health concerns would be best to use the internal application of essential oils?"

(Let people answer and comment briefly.)

"So the third way to use essential oils is internally."

"Who can tell me the third way that we use essential oils?"

(Give whomever raises their hand first a chance to answer.) *That's right, I have something for you. This is a sample of dōTERRA Lemon oil. It's great for not only cleansing your body and detoxing but it's also good for cleaning your home."*

Reward whomever answers with a small sample bottle of Lemon!

"Now can anyone tell me what health issues would be best to use all three applications of essential oils: aromatic, topical and internal?"

(Let people answer and comment briefly.)

(OPTIONAL) *Finally, who can tell me ALL THREE ways we use essential oils? I have something for you also: Breathe. It's a blend of essential oils that helps your lungs and sinuses and promotes clear breathing day and night."*

Reward whomever answers with a small sample bottle of Breathe.

Script for Intro to Oils Presentation

LISTEN TO DAILY MENTOR CALL #21

Testimonials

This is the funnest, most powerful part of the class. It only works if people have been properly sampled before the class. If done right, your guests will offer each other powerful testimonials that get them ready to purchase.

"Now is the funnest part of the class! For anyone who would like to come up and share a great experience you've had with dōTERRA essential oils, I've got one of these sample oils for you! There are just two rules: You have to keep it under 60 seconds, and it can't be the same health concern that someone else shares."

If someone goes over a minute, reinforce the rules WITHOUT shaming them by saying, *"Awe, you went over a minute. But I liked your story so much I'm going to give you the oil anyway!"*

LISTEN TO DAILY MENTOR CALL #22

Transition to Wholesale and Kits: Three Ways to Purchase

Memorize this transition so that it becomes natural to you. Don't focus on explaining the loyalty rewards program during this class. We will go over that in detail in the Wellness Consult.

"It's so wonderful to hear about your great experiences with essential oils. Now let's talk about how we can purchase them. There are three ways to purchase dōTERRA essential oils. The first way is retail. Nobody here is going to buy retail. The only time you would buy oils at retail prices is if you were at a chiropractor office, a spa, or another professional setting. It's the most expensive way to buy oils."

The second way is wholesale. This is kind of like having a Costco card, where you have an annual membership that gives you access to their great products at the best prices. With dōTERRA, having a wholesale membership allows you to buy at 25 percent below the retail price.

The third way—and the only way I buy my oils—is below wholesale. This is the smartest way to purchase your oils. You will learn more about this a little later."

"As you have learned about the power of essential oils and how it can change our lives, you might be thinking, 'Wow, this is more than I imagined.' dōTERRA wants to support you with this essential oil journey, and our goal isn't that you have just one bottle of Tea Tree for acne or Deep Blue for pain."

"Our goal is to teach you how to live a natural lifestyle so that when things come up like pain, allergies, cold, or the flu instead of reaching for medicine you can reach for natural solutions that don't have any side effects!

dōTERRA puts kits together that are cheaper than if you bought your oils individually. This is one of the ways you can purchase below wholesale. So if you add up the cost of all the oils, the kits will always be cheaper. All the kits include a free wholesale membership, and you'll have everything you need at your fingertips. Let me tell you a few things about the kit."

This is a good time to pass out the handouts that show the different kits. Briefly introduce the kits appropriate for your class.

"The standard is the Natural Solutions Kit, then the Healthy Home Kit, and of course the Healthy Start Kit."

"The Natural Solutions Kit is my favorite kit. It has mostly everything you need to replace your entire medicine cabinet. You've got all the most important oils, a diffuser, the amazing digestive enzymes and probiotics to support your gut, the incredible immune oils in soap and sanitizer and even softgels, and finally Life Long Vitality supplement trio. (Briefly share the benefits of LLV.) This kit saves you \$250 off the wholesale price, so it's by far the most cost-effective way to get started."

LISTEN TO DAILY MENTOR CALL #22 - CONTINUED

"The next kit is the Healthy Home Kit. This kit has the 10 most important oils we've talked about today. It also has the toothpaste and mouthwash, shampoo and conditioner, a home cleanser, hand sanitizer, and a diffuser. This kit saves you \$90 off the wholesale price."

"The third option is the Healthy Start Kit. This kit is the lowest price point, and it still comes with the 10 most important oils, in the smaller 5 mL bottles, and a diffuser. You save \$25 off the wholesale price when you purchase this kit. In just a little bit we will be helping you find the perfect kit for your needs."

LISTEN TO DAILY MENTOR CALL #23

Transition to the Business: Three Types of People

Memorize this transition so that it becomes natural to you.

"We've found there are three types of people who come to these classes. The first type of person is excited to live a natural lifestyle. When they learn about the power of essential oils, they can't wait to share the products with their family. dōTERRA supports this type of person by providing free essential oil education."

The second type is sitting here, thinking, 'Oh my gosh, my mother needs these oils! Or I want my friend to learn about this.' These people naturally want to share what they love. dōTERRA supports this type of person through a generous system to reward people who share the products. As these people consistently share over time, they can have their oils they purchase paid for each month. We call this free natural healthcare, and there are thousands and thousands of people all over the world who are currently receiving free natural healthcare from dōTERRA."

"The third type of person has been watching me the entire time and thinking, 'That's what I want to do! I want to change people's lives through educating people about the power of essential oils.' dōTERRA rewards this type of person through an incredibly generous compensation plan. As these people educate others about the power of essential oils, they can earn enough to supplement or even replace their income so they can become financially free. If you are the second or the third type of person please come talk to me after the class and I can help you get started."

Script for Intro to Oils Presentation

LISTEN TO DAILY MENTOR CALL #24

Your Most Powerful Testimonial/Closing Technique Part 1

Your Most Powerful Testimonial

"Before we end, I want to share with you the reason I take time to teach others about the power of essential oils."

End the class by sharing your most powerful testimonial. This should be your most emotional, highest impact experience with essential oils. You want to show your authenticity.

Closing Technique Part 1

You need:

- Wholesale Customer sign-up form and Wellness Advocate sign-up form
- Paper and pens
- Enrollment kit handouts
- Essential oil books (if that's not possible, essential oil reference guides)

You need to buy 20 minutes of time so that you and the other Wellness Advocates can help everyone choose their kits. This is where you pass out the enrollment forms and The Essential Life books or other resource books. Have everyone write down their top few health concerns on their form or handout.

Encourage them by sharing your own health concerns (some people will have a hard time coming up with their needs!). Remind everyone to include emotional needs.

"This is one of my favorite parts of the class where you get to write down your top health concerns,

and then discover the solutions that will help you solve them!

First, I'll share with you what my biggest health concerns were when I was introduced to essential oils."

(Share some examples. Then demonstrate how to use the book to look up their ailments, oils they're curious about, and how to find protocols.)

"Now we're going to come around and help you individually choose the kit that will be best for you and answer any questions you may have."

"I want to talk to you about something super cool! You have seen this before. This is my key chain that holds my eight on-the-go oils. It's perfect because you always have your oils with you. If a kid is crying in the back of the car, you have Lavender. If someone eats the wrong thing while you're out, you have DigestZen®. It's awesome. Everyone needs one of these on their keys so they have access to the oils whenever they need them. Who wants one of these?" (Everyone raises their hands).

"So here's the thing—you're actually not going to purchase this from me. You earn it as a reward. If any of you would like me to come teach a fun class exactly like what we did today, I'll send you home with one of these. Here's how this works. You get an empty key chain when you put your class on

the calendar right now. We can decide on a date that will work for both of us, and then when we actually have your class, for every person you have invited that comes, I'll put an oil in your key chain! So if you have four people there I'll put four little sample vials in your key chain and if you have eight people come, I'll fill the whole thing up. Go ahead and write down your top three health concerns that you want to work on."

Individual Attention

The first person you want to help is the person who has to leave the soonest. Kneel next to them (don't hover over them!) and ask, "What are we working on?" Review their health challenges and help them write down the products they need according to what you find in the book. Be sure to include the common oils for each ailment.

Suggest the kit that best fits their needs. *"Here's what we're going to do: I suggest you start with the _____ kit. It has (name products) that you need to start addressing your health challenges. So I'm going to let you work on filling out this enrollment form (show them where to write) while I help a few other people. Then I'll come back and check on you."*

Assume the sale. Recommend a set of solutions with confidence. They have come well prepared and wanting to buy. Don't oversell or push bigger kits without cause; recommend what you truly feel they need.

LISTEN TO DAILY MENTOR CALL #25

Closing Technique Part 2: Schedule the Wellness Consult/Book Additional Classes

- You will need 8-Vial Key Chains

Schedule the Wellness Consult

Once someone has filled out their enrollment form, schedule their Wellness Consult. Plan it for a few days after their kit will arrive.

"How are we doing? I see you have filled out the enrollment form.

Excellent. Because you're investing in your health, I want to invest in you. I know you're excited about your oils right now, but I promise by the time you receive your oils you're going to forget a lot of the things we've talked about. So I'd be willing to come to your house after your oils arrive and show you exactly how to use them.

We'll create a morning, afternoon, and evening protocol for you and we can even do this for everyone in your family if you would like! This is called a Wellness Consult and I'm willing to do it for free because I want you to get the best results possible. It's always best to do it in your home because I can show you exactly how the oils work around the house."

"Your kit will probably arrive around (Tuesday), so let's schedule your Wellness Consult for (Thursday). It will last about 30-45 minutes, what time works best for you? Great! I'm looking forward to it."

Book additional Classes

"Are you excited to go home with this awesome essential oil key chain? Let's decide on a date together where I can come and share with your friends the power of essential oils, and I will

send you home with a key chain tonight. We can put your class on the calendar right now. When we actually have your class, I'll put an oil in your key chain for every person you have invited that comes! So, for example, if four people come to your class, I'll put four little sample vials in your key chain and if eight people come, I'll fill up the whole thing. How does that sound?"

Schedule classes individually as you help people enroll. Schedule the class at least two weeks in the future so as to give you enough time to have a Wellness Consult and properly sample and follow up. Put it on your calendar right then, and send the empty key chains home with your class hosts as agreed. The goal is to book two classes from every class taught! This is how you blast out of your warm market!

Next time you chat with them (likely during the Wellness Consult), you'll prepare them for their class and help them know how to properly sample their guests beforehand. If someone is only interested in holding a class but they don't want to sample and follow up with their friends and family, don't worry we will go over exactly what to do on page 48 in this work book or you can listen to Daily Mentor Call #41 where we talk about "working with hostesses."

Invite to the Basic Business Intro

Finally, before anyone leaves the class, invite everyone to the Basic Business Intro after the class. Do NOT leave this out of your class!

"For all of you that would like to stay and have an essential oil snack, we will first be having a discussion on 'the joy of sharing essential oils.' It will last about 15 minutes so stay and join us. We will start in about 5 to 10 minutes as soon as we're done helping everyone here."

Basic Business Intro

LISTEN TO DAILY MENTOR CALL #26

Basic Business Intro

This is your guests second exposure to the business. Keep it between 15–20 minutes long (they have already absorbed a lot of information).

- Quick and easy refreshments, like apples slices spritzed with On Guard or brownies with peppermint frosting.
- If you want to use visuals, use the company's Build Guide to effectively explain the compensation plan.

Here's the flow of the Basic Business Intro:

1. Share the story of building a pipeline vs. hauling buckets (power of residual income).
2. Talk about why dōTERRA is such a great company and talk about the BASIC compensation plan (this is NOT the time to start drawing circles and get fancy).
3. Share business success stories, keep them simple and relatable. (If you don't know any, read any copy of the dōTERRA Leadership Magazine).

When people show interest in the business you can set up another time to talk about the business or you can schedule a three-way call with them and your Upline Leader. The script for this call is found in this workbook under the section Recruiting and Launching Builders, entitled "Script for Three-Way Builder Prospect Call." If you don't have an engaged UPLINE leader you can do this call on your own.

DO NOT TRY TO EXPLAIN MORE AFTER THE BASIC BUSINESS INTRO. YOU WILL OVERWHELM THEM. THEY HAVE ENOUGH INFORMATION TO DIGEST FROM THE CLASS ALREADY.

SCRIPT FOR BASIC BUSINESS INTRO

You can refer to dōTERRA's Build guide as a teaching tool.

"I'm glad you have decided to learn more about the joy of sharing essential oils and to stay for some essential oil snacks at the end. I want to tell you a story, a story about a man who hauled buckets of water for a living. He lived far away from the closest water source and every day he would walk back and forth hauling his buckets of water to sell them to the local villagers. If he wanted to make more money, he had to work harder and longer hauling buckets. After many years he grew tired and wanted a different lifestyle. Then one day inspiration came. If he used his spare time to build a pipeline, eventually he could be free from hauling buckets. So he labored diligently for a few years to build his pipeline. It stretched all the way from the water source to the village. The day he turned on the spigot everything changed. He no longer had to haul buckets for a living, he successfully created an unlimited supply of water, improved the lifestyle for the villagers and himself and created a residual income.

"He finally felt free. Many of us spend our lives trading hours for dollars and lack fulfillment or sense of purpose. With dōTERRA, anyone can choose to create better health, more time with family, and financial freedom through sharing essential oils and building a lasting residual income."

SCRIPT FOR BASIC BUSINESS INTRO CONTINUED

“dōTERRA’s mission is to bring the highest quality essential oils to the world. There are millions of people all over the world today changing their lives and their families’ lives with dōTERRA essential oils. Because the oils work so well our retention rate is almost 4½ times the industry average. Typical direct selling companies lead with a business opportunity—and because the product isn’t their focus when people are no longer interested in the opportunity—they stop buying the product. dōTERRA is much different, we lead with powerful products that change lives and people purchase these products regardless of the business opportunity. dōTERRA was named the largest essential oil company in the world and is currently blessing people in over 110 countries.

The vast majority of all dōTERRA’s products are exclusive and unique. They are led by an executive team with over 150 combined years of experience in this industry. One of the things that means the most to me is how dōTERRA creates economic opportunities all over the world in developing nations. They give back to disadvantaged communities and pay the growers fairly and teach them how to preserve the agriculture.”

Share an experience about the dōTERRA Healing Hands Foundation® that has touched you.

“There are so many possibilities with dōTERRA. We talked a little earlier about three types of people that come to these classes. The first type loves to live this natural lifestyle and wants their own family to live this way too. The second type can’t wait to share this information with people they know it will benefit. As you share with others you will receive commissions and you’ll be able to pay for all the products you want in your home, as you consistently share with other people you will be able to create a supplemental income. I know people that have been able to pay for college tuition, get a second car or pay off debt. The third type of person that comes to these classes wants to do exactly what I do, which is teaching people about the power of essential oils. These people who want to build a dōTERRA business have unlimited potential financially.”

- Share a few business success stories about yourself and others.
- Ask for business success stories from the other Wellness Advocates with you.
- Keep the stories short and relatable.
- You don’t need to share what your exact check is but you can share how it has changed your life financially.
- Four to five business testimonials is ideal.

“Just like the man who was tired of hauling buckets, if you are interested in learning how to build a dōTERRA pipeline and change your life financially, please come and talk to me after the class and I can show you how to get started. Thank you so much for coming... and now it’s time to enjoy some essential oil snacks.”

Let people mingle and eat snacks for as long as they like. If someone seems particularly interested in the business you can talk briefly and let them know that you can discuss it more at the wellness consult. Do not give them a lot of information right now about the business. They have already been given plenty to think about.

PART 4: WELLNESS CONSULTS



LISTEN TO DAILY MENTOR CALL #28

The end goal of your business is residual income. Return customers are where your residual check comes from! Here, you'll learn to do a stellar Wellness Consult that you will feel confident about, and that produces more Loyalty Rewards orders.

Wellness Consults are simple to do when you follow this formula. And you'll be pleased at how easily you'll transition into setting up an LRP order with your new customer.

Supplies Needed

- A piece of note paper or Wellness Consult form (dōTERRA *Live* guide)—you and the customer will take notes
- A pen
- An *Essential Life* book for you and them—you can give them a book if they set up a 100 PV LRP order (optional)

Referrals are the simplest way to keep your business growing without ever running out of people to talk to! Try a simple script like this:

"I can't tell you how happy I am that you've got these amazing oils in your life. I know a lot of people have health challenges and wish they could address them naturally. Who do you know that I should reach out to? I'd love to help anyone you have come to mind."

LISTEN TO DAILY MENTOR CALL #29

How to Do a Wellness Consult

1. Health Challenges and Natural Solutions
 - Look up their health challenges in *The Essential Life* book. Write down their health challenges and which oils will help them. Include oils they have and other oils they can try. Don't give more than three oils per health challenge (you don't want to overwhelm them!).
2. Daily Protocol
 - Find out when their ailments affect them. Then help them write down what times of day to use their products, including how to use them. This is the morning, afternoon, and evening protocol you talked about!
3. *"If I were stranded on a desert island, and I could only have one product with me, for sure—absolutely—it would be LLV. More people have gotten off prescription and over the counter drugs with LLV than any other product dōTERRA offers. Let me tell you what it does. It helps with 3 things:*
 - It reduces pain and inflammation.
 - It gives us more energy.
 - It helps us with our mood.
 - *"dōTERRA feels so strongly about it that they give a full money-back guarantee, even if you've used all of it. If after 30 days you don't have less pain, more energy and a better mood, you can return the empty bottles and get your money back. It's a no-risk deal, and I always start with LLV."*
4. Teach about LRP
 - (You can go into more detail about the components if you want.)
 - It's like frequent flyer miles, but you get 10–30% back instead of the usual 2%.
 - Smartest way to stay consistent with a wellness protocol.
 - Great way to try new products.
 - Customize your order each month.
 - Earn shipping rewards.
 - Get the FREE oil of the month (for 125 PV orders by the 15th).
5. Set up an Example LRP Order
 - Show them exactly where to set up LRP.
 - *"So I'm going to help you set up your first month's LRP right here, and then I'm going to show you how to change it."*
 - Set up an LRP based on month 1 of their 90-day wellness plan.
 - *"Tell me what your priorities are. Obviously LLV, and what else?"* (Use the LRP kits if it matches their need.)
 - Give them a book if they set up an LRP order (optional).
6. Invite to Continuing Education
 - Plug them into your team's Facebook groups and continuing education program
 - If they're hosting a class, talk about it here.

PART 5: CONTINUING EDUCATION



Once a new customer is enrolled and has had a Wellness Consult, it's time to plug them into Continuing Ed!

Continuing Education is where new customers become exposed to the vast possibilities of essential oils and oil-inspired products. You want your customers participating in Continuing Ed because that's where they become customers for life.

The goal of Continuing Education is to help a customer find four or five products they'll never want to live without.

Your team likely already has a form of Continuing Ed happening. Tap into it before you invest time and energy creating your own.

The most common Continuing Ed programs are usually a rotation of specialty topic classes.

LISTEN TO DAILY MENTOR CALL #30

Inviting a Customer to Continuing Ed

"You're doing an incredible job at investing in a natural lifestyle, and I want you to get the absolute most out of this. We've got a very special Continuing Education program that you're going to want access to. There are literally endless possibilities: Such as; Nutrition and supplements, Toxic free living, Women's health and hormones, Oils for Pain management and lots more."

"The good news is that you get this for free. You're going to want to participate while all of this is fresh in your memory. I'm going to plug you into it, and all I want you to do is to have fun learning and exploring. Discover how many areas of your life you can improve using essential oils."

Don't drop them at the doorstep!

If you are plugging customers and new builders into an existing Continuing Ed program, don't just dump them and leave them! Participate. If your team has live Continuing Ed classes, attend them with your customers.

LISTEN TO DAILY MENTOR CALL #31

Eight-Week Continuing Ed Rotation Ideas

The simplest way to do Continuing Ed is to rotate among topics each week for eight weeks. You can find prewritten class tear pads for all of these topics at Oil Life. While you can do many kinds of bonus classes (chakras, back to school, oils of the bible, and so on), these are the main topics that have proven to engage new customers in the dōTERRA lifestyle:

1. I Have Oils, Now What?
2. Nutrition & Supplements
3. Toxic Free Living
4. Oils for Every Age
5. Essential Skin Care
6. Stress, Sleep, & Emotions
7. Women's Health & Hormones
8. Oil for Pain Management

Continuing Ed Recognition

Find creative ways to congratulate people who participate in Continuing Ed! Recognition goes a long way, and people love to feel like they're part of something important.

Possibilities for recognition:

- Certificate of graduation after attending all classes
- Punch card with a prize after a certain number of punches
- Recognition on team Facebook group
- Recognition gift (like a diffuser) for completing Continuing Ed

Business Training

An effective Continuing Ed program will include a basic business training after each Continuing Ed event. *Why right after? Because everyone is already there!*

If you do an eight-week rotation of classes, that's eight more exposures your customers have to the business! Repeated exposure make your product users more likely to dive into the possibility of a dōTERRA business.

Continuing Education and Business Training outline:

Step 1: Continuing Education Class

Step 2: Question and Answer (5 min)

Step 3: Building a Pipeline presentation

Step 4: Invite to the next Business Made Easy presentation

Step 5: Have Essential Oil snacks

Later at the Business Made Easy Presentation

- Invite to participate in The Oil Games



PART 6: FINDING BUILDERS



The majority of successful dōTERRA leaders deliberately recruited high-quality business partners at the beginning. While many builders will emerge naturally as they experience the oils and want to share what they love, you will be wise to intentionally seek powerful business partners.

LISTEN TO DAILY MENTOR CALL #34

Essential Oil Studies

Studies are one of the easiest, high-enrolling recruiting methods. They provide a simple and non-threatening way to introduce essential oils to many new people and to help them enroll at the end of the study.

Through the study process, participants will use the oils, have a chance to track and report their experience, and receive ongoing education. Participants will also be integrated into a study community and your team's essential oil community.

The process outline below has been proven time and again. DO NOT TWEAK anything in the study process. Tweaking breaks the proven process!

Key Elements of the Study

- Studies take place over a 14-day period.
- This is NOT a medical study. This study is to find individuals who have not used essential oils and other dōTERRA products and to help them fall in love with and start using the products.

- Studies work best when you gather participants at the end of a month and start the study at the beginning of the next month.
- Each participant will receive:
 - Initial questionnaire
 - A schedule for the two-week study and classes
 - Oils for the study (about 28 drops per sample)
 - A-Z guide
 - Final questionnaire
- You'll need a Facebook group for ALL your study participants
- Have an initial and a concluding questionnaire for all participants.
- Have a special incentive for enrollment at the end of the study.
- Study topics (in order of effectiveness):
 - Digestion: DigestZen, Lemon, Peppermint
 - Pain: Deep Blue Rub, Peppermint, Copaiba
 - Sleep: Lavender, Serenity, Roman Chamomile
 - Stress and Mood: Balance, Wild Orange, Adaptiv
 - Each Wellness Advocate needs to keep in regular contact with their own participants.
 - Check in with participants

Step 1: Identify Study Participants

- One to two weeks prior to the start of the study, find and invite people to participate in the study (people who are not enrolled in dōTERRA)
- Consider the influencers you are inviting: are they likely to build? (4-7 stars)
- Look for and invite people who are dealing with specific issues related to the study topic being done
- Do multiple studies at a time to cast a wider net
- Have as many people on your team inviting people to participate
- Each team member should invite 10-20 participants (more than 20 people is hard to follow up with)

LISTEN TO DAILY MENTOR CALL #34 CONTINUED

Step 2: Before-Study Live Class

The study begins with a live class. This is critical for high enrollment rates. Following this formula creates an 85%+ enrollment rate (15–30% for an online class).

- Welcome and explanation
- Explain that this is not a medical study
- Explain that the goal of the study is to compare each participant's personal results from one week to the next
- Three cool things about oils
- Three ways to use oils
- Remind everyone that everyone's bodies are different, and that we'll find a solution that works for them
- Review which products will be used during the study
- Demonstrate exactly how to use the products
- Show the products for all four studies at once
- Review the schedule and expectations
- Pass physical copies of the Initial Questionnaire (use Google Forms for online)
- Provide oils and A–Z guide for the study

Step 3: Check Up

CALL each participant two days after the live class to find out what their experience has been.

"Have you had an opportunity to use your oils yet?" Use the effective sampling method! Do it until they've had a WOW experience.

Step 4: Add to the Facebook Group

Add them to the study Facebook group. Remember to use ONE group for all the studies at once (people will see experiences from other studies that they will want to have themselves).

Step 5: Run the Facebook Group

- Have a different short video about an oil every day
- Think ahead to which incentives you'll offer with enrollments; be sure to share videos about those incentives to stimulate excitement before you unveil the incentives
- Consider using Facebook Live for short testimonials or presentations
- Have Q&A
- Invite a special guest to present on a relevant topic (five to ten minutes only)
- Offer giveaways for those who share stories and engage each day
- Get creative: use oils, sample bottles, key chains, etc.
- Do different prizes each day, and have different limitations on each prize (offer a few larger prizes occasionally and unlimited smaller prizes more frequently)—do more giveaways that a lot of people can win
- Example: "If you post five ways to use your _____, you get _____."
- Example: "Post a screenshot of a text you've sent someone telling them how cool your oils are to win a _____!"

Step 6: At the end of the study have a live class

The class at the end of the study is where everyone enrolls! This is only where all the prizes are handed out (they have to attend to get their prizes!), it's where you share the enrollment specials, and it's where your study produces actual results.

- Welcome and thank everyone for participating
- Testimonials (this is where you left off from the first class!)
- Share your most powerful testimonial
- Offer enrollment incentives
- Incentives only last 48 hours from the time of the final class
- Use corporate incentives as much as possible
- Examples:
Healthy Start = Deep Blue
Rub Healthy Home = Roman
Chamomile Natural Solutions = Frankincense
- Close the class as you would with a normal intro class (pass out books and enrollment forms)
- Book classes from this class
- Basic Business Intro (BBI)
- Fill out the concluding questionnaire.
- Give out prizes from the study

What if you can't do the classes live?
Do them online. Just know that enrollment rates are drastically higher when the classes are live.

What if people don't live in the same area?

Use an online class.

LISTEN TO DAILY MENTOR CALL #34 CONTINUED

What if people don't come to the live class for their prize?

It's your call, but it's more effective if you have them come to the class to claim their prize!

LISTEN TO DAILY MENTOR CALL #35

Calling Tree

The purpose of doing a calling tree, or scrubbing your organization as some people call it, is to connect with people in your downline and give opportunities for those not on LRP to get on LRP, for those not building the business to share or at least host a class and maybe even begin building. In the process of doing all this, you can produce a lot of extra volume that you normally wouldn't have. Your goal will be to reach out to every single person in your organization and use the calling tree scripts which are provided below.

In order to effectively reach out to your entire organization, you need to know how to print off your entire organization. Here are the steps:

1. Go to www.doterra.com and enter your username and password. You will hover over your name with your mouse cursor and scroll down to "My Back Office."
2. Hover under the "Team" tab and scroll over "Detailed Genealogy."
3. You will have access to your entire organization. Print out your entire organization, but make sure you break it down into manageable chunks. We recommend going down to the elites that are the lowest in your organization, but it will depend on who will be participating with you in the calling tree activity.

Types of customers

- People in your organization

who are purchasing each month but are not on LRP: They most likely don't know about the LRP program and need an overview.

- People in your organization who are on LRP and are continually purchasing: We all love these, right? Let's make them feel good about their loyalty as a customer. Who knows, maybe they will want to host a class or share the oils.
- People in your organization with an LRP scheduled whose card isn't processing: Let's give them a chance to start benefitting from the oils again.
- People who haven't ordered in a while: They most likely aren't sure how to use the products or what promotions are currently being offered. Schedule a Wellness Consult.

Use the following Calling Tree Scripts according to the type of customer you and your builders are calling.

People purchasing, but not on LRP

"Hi, this is _____. I work in dōTERRA. We're actually in the same organization and I'm part of your support team. I was looking in the system and I noticed that you seem to really enjoy the oils. You purchase them regularly."

"Tell me, which oils are your favorites? What got you involved with essential oils? You know, there's an amazing promotion going on, and I didn't want you to miss out on it. It's a promotion that each person who signs up with dōTERRA can receive."

LISTEN TO DAILY MENTOR CALL #35 CONTINUED

"The best part is that it is absolutely free because you've already earned it. When you sign up with dōTERRA, you are eligible to have a Wellness Consult. Wellness Consults are amazing. Sometimes when people first receive their oils, they're still not quite sure how to use them. At a Wellness Consult, someone visits with you for half an hour, usually at your home, if that's not possible, then it can be done over the phone."

"First, we look at what products you already have and what ailments or health goals you want to address. Then, we come up with an exact wellness plan for you and your family to get the most benefit out of the oils you have ordered. We actually give you a morning, afternoon, and night routine of exactly how you can use your oils to achieve your health goals. The best part is its free because you are a dōTERRA member."

"I would love to schedule a time that we can get together. Do you have time _____ or _____? Let me give you my contact information. If you have any questions, feel free to give me a call. My number is _____ and my email is _____. I'm looking forward to seeing you at your Wellness Consult."

People on LRP

"Hi, this is _____. I work in dōTERRA. We're actually in the same organization and I'm part of your support team. I was looking in the system and I noticed that you seem to really enjoy the oils.

You purchase them every month. Tell me, which oils are your favorites? What got you involved with essential oils? It's awesome that you are taking advantage of the Loyalty Rewards Program, but there's an amazing promotion going on that I don't think you are aware of, and I didn't want you to miss out on it. It's a promotion that each person who signs up with dōTERRA can receive. The best part is that it is absolutely free because you've already earned it. When you sign up with dōTERRA you are eligible to have a Wellness Consult."

"Wellness Consults are amazing. Sometimes when people first receive their oils, they're still not quite sure how to use them. At a Wellness Consult, someone visits with you for half an hour, usually at your home, if that's not possible, then it can be done over the phone. First, we look at what products you already have and what ailments or health goals you want to address. Then, we come up with an exact wellness plan for you and your family to get the most benefit out of the oils you have ordered. We actually give you a morning, afternoon, and night routine of exactly how you can use your oils to achieve your health goals. The best part is it's free because you are a dōTERRA member."

"I would love to schedule a time that we can get together. Do you have time _____ or _____? Let me give you my contact information. If you have any

questions, feel free to give me a call. My number is _____ and my email is _____. I'm looking forward to seeing you at your Wellness Consult."

People with an LRP scheduled but their card isn't processing

"Hi, this is _____. I work in dōTERRA. We're actually in the same organization and I'm part of your support team. You know, there's an amazing promotion going on, and I didn't want you to miss out on it. It's a promotion that each person who signs up with dōTERRA can receive. The best part is that it is absolutely free because you've already earned it. When you sign up with dōTERRA you are eligible to have a Wellness Consult. Wellness Consults are amazing. Sometimes when people first receive their oils, they're still not quite sure how to use them. At a Wellness Consult, someone visits with you for half an hour, usually at your home, if that's not possible, then it can be done over the phone. First, we look at what products you already have and what ailments or health goals you want to address. Then, we come up with an exact wellness plan for you and your family to get the most benefit out of the oils you have ordered. We actually give you a morning, afternoon and night routine of exactly how you can use your oils to achieve your health goals. The best part is its free because you are a dōTERRA member. I would love to schedule a time that we can get together."

LISTEN TO DAILY MENTOR CALL #35 CONTINUED

"Do you have time _____ or _____? I noticed at one point you had set up a Loyalty Rewards order, it's still set up and in the system, but it's not processing, so I wanted to give you a couple of reasons why it may not have processed in some time; some people keep waiting for their product and they wonder why it hasn't shipped.

So maybe one of the reasons why it hasn't shipped is because you have an old or expired credit card on file. And once that credit card is expired, they can't charge that card anymore and send you what you want. Or maybe it's a card you aren't using anymore. In any case, if it's something you'd like to fix, I can help you with that at your Wellness Consult."

"Let me give you my contact information. If you have any questions, feel free to give me a call. My number is _____ and my email is _____. I'm looking forward to seeing you at your Wellness Consult."

People who haven't ordered in a while

"Hi, this is _____, I work in dōTERRA. We're actually in the same organization and I'm part of your support team. I was looking in the system and I noticed that you haven't ordered in a while, and I wanted to know if you have any questions about the oils."

"Tell me which kit you purchased and what got you involved with essential oils? There's an amazing promotion going on that I think you would really enjoy and I didn't

want you to miss out on it.

"It's a promotion that each person who signs up with dōTERRA can receive. The best part is that it is absolutely free because you've already earned it. When you sign up with dōTERRA you are eligible to have a Wellness Consult."

"Wellness Consults are amazing. Sometimes when people first receive their oils, they're still not quite sure how to use them. At a Wellness Consult, someone visits with you for half an hour, usually at your home, if that's not possible, then it can be done over the phone. First, we look at what products you already have and what ailments or health goals you want to address. Then, we come up with an exact wellness plan for you and your family to get the most benefit out of the oils you have ordered. We actually give you a morning, afternoon, and night routine of exactly how you can use your oils to achieve your health goals. The best part is it's free because you are a dōTERRA member."

"I would love to schedule a time that we can get together. Do you have time _____ or _____? Let me give you my contact information. If you have any questions, feel free to give me a call. My number is _____ and my email is _____. I'm looking forward to seeing you at your Wellness Consult."



LISTEN TO DAILY MENTOR CALL #36

Referrals

Step 1:

Make a list of at least 100 of the most influential people you know. Use a memory jogger if needed. Go to Google and type in "dōTERRA memory jogger."

Step 2:

For each person on your list, decide if you will use the PRODUCT or BUSINESS approach.

Step 3:

Call each influential person on your list.

Product Approach

"Hi, Lisa. Do you have a couple of minutes to talk to me? Great. Lisa, you're one of the most influential people that I know. And I really value your opinion. When you're excited about something everyone listens to you. I have fallen in love with essential oils; they've changed my life and my family's as well. Sharing essential oils has become a very successful business for me. I would love to bring you some free product, some samples for you to try. I think you'll fall in love with them like I have. I know that when you really believe in something you naturally talk to other people about it and people listen to you. I'm really hoping to spread the word about essential oils. I'd love to drop some free samples off to you and get your opinion, because truly you are one of the most influential people that I know. If you have a minute, could we talk about a few ailments or health concerns that you and your family are having?

That way I could bring you the most beneficial samples for your needs."

If they don't answer the phone, send them the following text message:

"I've been thinking about you lately. You are one of the most influential people I know. I trust your opinion. I would love to talk to you and ask you a question." Drop off product and follow up to see how they liked it. Ask them if they know others who would love to share this product or would love some free product. If they do know people that would love to share or love free product say:

"Do you mind calling or texting them and letting them know that I'm going to be contacting them?"

Business Approach

"Hi, Lisa. I'm so grateful that you answered the call, I'm really excited to talk to you today. I've been thinking a lot about you lately, you're one of the most influential people that I know. People really listen to you and trust your opinion. I have totally fallen in love with essential oils, it's changed my life and my family's as well. We have been so blessed financially because of sharing essential oils and our business has done very well. I'm looking for a specific type of person that seems to do incredibly well with sharing essential oils. I'm wanting to put my time, talents and resources into them so that they can have similar success like me. I wanted

to call you and explain exactly who I'm looking for, hopefully someone that could be a perfect fit. I figured you would know someone that is the type of person I'm looking for. I'm looking for women, about 30-55 years old. They're really into natural things. They also have a money need so they are motivated to earn money and they're very influential, basically people listen to them. Do you know someone who has these qualities?"

- Women
- 30-55 years old
- Interested in Natural things
- Money need
- Influential

If they do know people that fit this description say:

"Do you mind calling or texting them and letting them know that I'm going to be contacting them?"

You could even offer what they could say or text to the person to get them excited to talk to you.

Your influential person could say or text this to the person they are referring to you:

"I have a friend that is wanting to put some time and resources into a specific type of person, and when they were describing this person to me, I immediately thought of you. I think it would be beneficial for you to talk to this person, it might lead to something fantastic."

LISTEN TO DAILY MENTOR CALL #36 CONTINUED

Step 5:

Figure out what incentive to give them for referring (product or a referral fee or something else).

Step 6:

CALL THE PEOPLE THEY ARE REFERRING!

Product Approach

You could say:

"Hi, Jen. I was talking to Lisa the other day, and she told me that you might be interested in trying some free essential oils. I would love to come and drop some off to you."

Business Approach

You could say:

"Hi, Jen. I was talking to Lisa the other day and explained to her this amazing type of person I was looking for that I wanted to put time and resources into, and she said you are just what I was describing. Lisa really thinks highly of you. . . ."

LISTEN TO DAILY MENTOR CALL #37

Three-Way Builder Prospect Call

The magic of presenting the opportunity is that you don't have to know it inside and out. It's actually a series of magical questions that are most effective at helping builder prospects jump into the business.

This process adds credibility to your business proposition. It leverages the social influence and the success of your upline as well. While you can do this presentation on your own, it is highly recommended that you have a Silver or above be the leader on this call (as well as the follow-up call).

When to use the Three-Way Builder Prospect Call

Whenever someone is interested in the business! The sooner you can get them on this call, the sooner you'll be able to engage and enroll them in the business.

SCRIPT FOR THREE-WAY BUILDER PROSPECT CALL

1. Builder Edifies the Upline Leader
 - Before the three-way call (and again at the beginning), the builder needs to properly edify the upline leader in order to build trust between you and their prospect. Once they have done this, they **MUST** be quiet and let you control the conversation.
2. Take Time to Ask Discovery Questions
 - Tell me about. . . .
 - How long have you. . . .
3. Ask Need/Problem Questions
 - What do you see the next 5 years looking like? (You're looking for what needs to change)
 - What is the most frustrating thing about (job, financial situation, home life, etc.)
 - What would you like to change about (job, financial situation, home life, etc.)
 - What financial goals are you wanting to accomplish?
4. Ask Pain Questions
 - What impact does this have on your family?
 - What impact does this have on your job?
 - What are the consequences of not solving this issue?
5. Ask Solution/Benefit Questions
 - How valuable would it be to you? . . .
 - What benefits do you see from?
 - If you could wave your magic wand, and dōTERRA was exactly what you wanted it to be in your life, what would that look like?
6. Find How to Best Support Them in Their dōTERRA Business
 - Would you like to supplement or replace your income?
 - What does it mean to you to supplement/replace your income? (\$500, \$1,000, \$2,000, \$5,000, \$10,000/ month)
 - By when would you like to reach this income goal? (3, 6, 12, 24 months)
 - How many hours per week would you be able to commit to your dōTERRA business in order to reach your goal?
7. Answer Questions
 - *"I think I understand more clearly what your goals are, and how I can support you in those goals. Is there anything else that you need to know in order for you to feel comfortable building a residual income with dōTERRA?"* (If they have more questions, answer them.)
8. Give Call to Action
 - *"What I'd like to do is schedule another call in a few days. That will give me time to mull over what you've shared with me, and come up with a specific business plan. We will go over a 30-, 60-, and 90-day plan to help you achieve your goals. Does that sound good? What time works best for you?"*
9. Reverse Edify and End the Call
 - If you were presenting the Opportunity for one of your builder's prospects, reverse edify your builder before ending the call.

LISTEN TO DAILY MENTOR CALL #38

Three-Way Builder Follow-Up Call (30-, 60-, 90-Day Plan)

Start the call by referring to something they said in the previous call. This builds a lot of trust and credibility, and allows you to go back to the same place you were on the first call.

This call is where you need to talk, not just listen.

Set Business Goals

"Okay, I've been thinking about you and the goals and dreams you shared with me. I'm really excited about what you've told me, and I have a question to ask you: Would you like me to be realistic with you today, or tell you what you want to hear?"

"We've watched a lot of people build this business, and we have seen many people become successful in this business. We've been able to gather averages with thousands of people building the business to see how long it takes and how much time they put in on a weekly basis, and how much money they make as a result.

"Now, I don't think I'm average, and I don't think you're average—and together I definitely think we'll be above average. But it's good to have these averages so we have a good starting point."

"Let's look at your goals. You told me you'd like to be earning \$ ____ by (date) _____. If I look at a chart with company averages, that's about _____ rank. This averages chart also tells us that (their target rank) typically takes (x number of months) to achieve. So to be realistic, one of these numbers needs to change. . ."

"Either you could increase the hours you work, or increase the length of time it will take to get there or make your income goal smaller. What would you be willing to adjust?" (Let them answer)

Adjust numbers until you have a realistic goal. (i.e., *"Okay, so you want to do 35 hours a week, and want to be making \$1,000. Would it be okay if we made the goal six months instead of three months?"*)

If someone says they want to put in fewer than 15 hours a week, say, *"I have never seen anyone make significant residual income working fewer than 15 hours a week. 15 hours is really the minimum time to gain the momentum you'll need."*

Sometimes someone might struggle committing to a weekly time if they don't know how they'll be spending it. If this is the case, you may jump ahead to the Basic Duplication Model to help them gauge their time (since many business activities can be woven into day-to-day activities.)

Settle on a goal and timeframe they feel positive about. Then tell them you'll both try to overshoot the goal (which most people will be very happy with!)

30-, 60-, 90-Day Plan

"Now that we know what your goals are, let's put together a 30-, 60- and 90-day strategy to help you get started."

- Find out how soon they want to get started, and schedule their launch date (the week they do

their first four classes) on the calendar.

- Be sure they have two weeks before their Launch date to do effective sampling.

Timeline for a typical business plan (Six Weeks to Elite)

- Weeks 1-2: Create Names List, effective sampling, and inviting.
- Week 3: Launch week (four classes in a week).
- Week 4: Wellness Consults and Three-Way Builder Prospect Calls.
- Weeks 5-6: Teach classes booked from classes, begin launching new builders.

The Six Weeks to Elite timeline above should be the standard. Any slower, and it's challenging to maintain momentum.

If someone has more aggressive goals, simply compress the timeline! The way to speed up the time to rank is to find committed and capable builders right at the beginning (leveraging Three-Way Calls), and launch them simultaneously.

Once you've shown the basic duplication model and scheduled their launch date, set up another phone call to teach them how to rank their Names List and effective sampling (the builder, not the upline leader, can handle it from here).

This is the beginning of their business!

Note: Builders are still product users! Be sure your builders have seen a class, enrolled with a kit, and had a Wellness Consult.

TIME TO RANK AND AVERAGE INCOMES

RANK	WEEKLY TIME SPENT TO REACH RANK	TIME TO REACH RANK	WEEKLY TIME SPENT TO MAINTAIN RANK	AVERAGE MONTHLY INCOME	EXPECTED INCOME WHEN NEW TO RANK
ELITE	8 hours 15 hours 20 hours	6 months 2 months 1 month	8 hours	\$357	\$300-\$800
PREMIER	15 hours	3-6 months	10-15 hours	\$876	\$600-\$1,000
SILVER	25 hours	13 months	15-20 hours	\$2,350	\$1,200
GOLD	35 hours	15 months	25-35 hours	\$4,958	\$3,500
PLATINUM	35 hours	23 months	25-40 hours	\$9,626	\$6,000
DIAMOND	40-60 hours	24 months	40-60 hours	\$17,006	\$8,500
BLUE DIAMOND	40-60+ hours	36 months	20-30 hours	\$38,796	\$22,000
PRESIDENTIAL DIAMOND	40-60+ hours	48 months	10-20 hours	\$107,988	\$60,000

Note: Average earnings taken from doTERRA 2018 Opportunity and Earnings Disclosure Summary



PART 7: LAUNCHING NEW BUILDERS

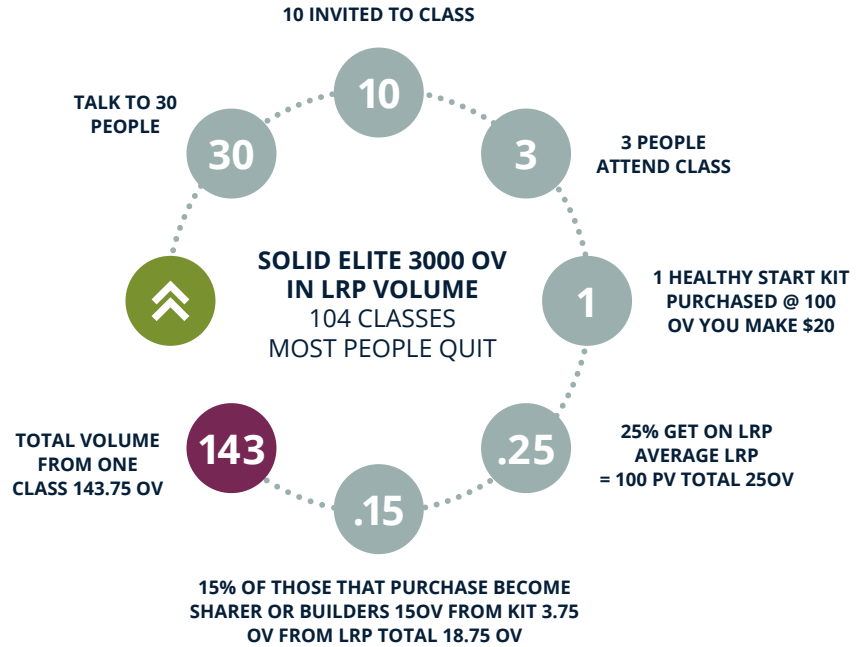


THE ELITE CYCLE

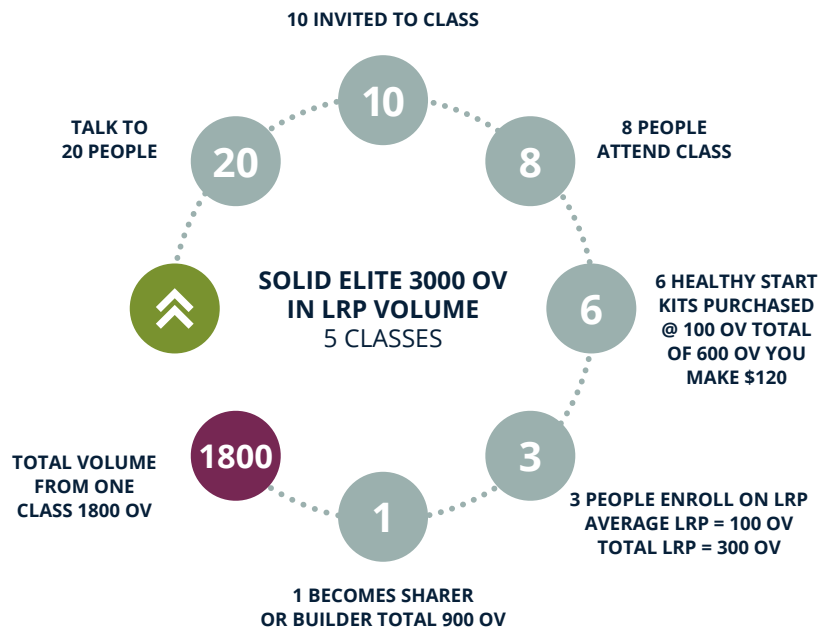
LISTEN TO DAILY MENTOR CALL #32

Many people spend a lot of time and resources and don't get very far in the business. Their energy is spent in very inefficient activities and they often end up discouraged. These charts show the ineffective and effective way of building the business. LET'S CHOOSE EFFECTIVE.

INEFFECTIVE



EFFECTIVE



PART 7 / LAUNCHING NEW BUILDERS

LISTEN TO DAILY MENTOR CALL #40

Six Weeks to Elite

The most effective way to launch new builders is Six Weeks to Elite. This generates the most momentum, gives a builder a better opportunity to find their own builders right at the start, and lets them place more strategically by having many enrollments all in the same 14-day placement window.

Time Required

- 20 hours a week (15 is the minimum to gain proper momentum building this business)
- Two weeks to sample properly
- A week where they can host four classes in one week

Prep Weeks 1-2

- Create a Names List
- Rank the list with the Seven-Star Rating System
- Start effective sampling & inviting with the people who have the most stars by their name
- Sample at least 45 people (you want to fill your classes!)
- Speed up the building process by scheduling Three-Way Builder Prospect Calls with your upline early on!

Week 1

- Launch week! Host four classes in a week
- Try to do a couple of weeknight classes and a couple on the weekend
- Set a goal to book two new classes from each class taught
- Schedule Three-Way Builder Prospect Calls with those interested from the Basic Business Intro at the end of each class

Week 2

- Wellness Consults with the enrollments from Week 1
- Three-Way Builder Prospect Calls
- Help hostesses prep for their classes, sample, follow up and invite to intro class.

Weeks 3-6

- Teach classes booked from your first classes
- Continue booking classes from classes
- Continue finding new builders

How do you build to Diamond? You do the Basic Duplication Model with 12 builders on your second level. The same applies to any rank you want to achieve.

You only need to know three things to achieve ANY RANK in dōTERRA:

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

PREP WEEK 1	PREP WEEK 2	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
Sample Follow Up Invite	Sample Follow Up Invite	4 Classes	Prep	2 Classes	2 Classes	2 Classes	2 Classes

LISTEN TO DAILY MENTOR CALL #41

Working with Hostesses

How to work with hostesses

- Book a class that others will host at the end of your Intro to Essential Oils class.
- If they put a date on the calendar for their class, give them an empty 8-Vial Key Chain to take home.
- For every person that comes to the class give them a sample vial of essential oil to put in their key chain.

There are different types of people that host classes

1. The first type of person just wants to share information with their friends and family but does not want to make any money.
2. The second type wants to share the product and possibly pay for the oils that they purchase.
3. The third type wants to host a class because they want to build a business.

Talk about their class at the Wellness Consult, not at the Essential Oils Intro class because it's too overwhelming.

Script to use at the Wellness Consult:

"We have a class date set for [a specific time] and I would like to make that class just as successful as the class that you attended. I would like to have all of your friends that come to the class have a powerful experience with the oils before the class just like you did. I am going to write down for you all of the things that I did to make sure that you had a good experience. When we prepare in this way the experience at the class can be life changing."

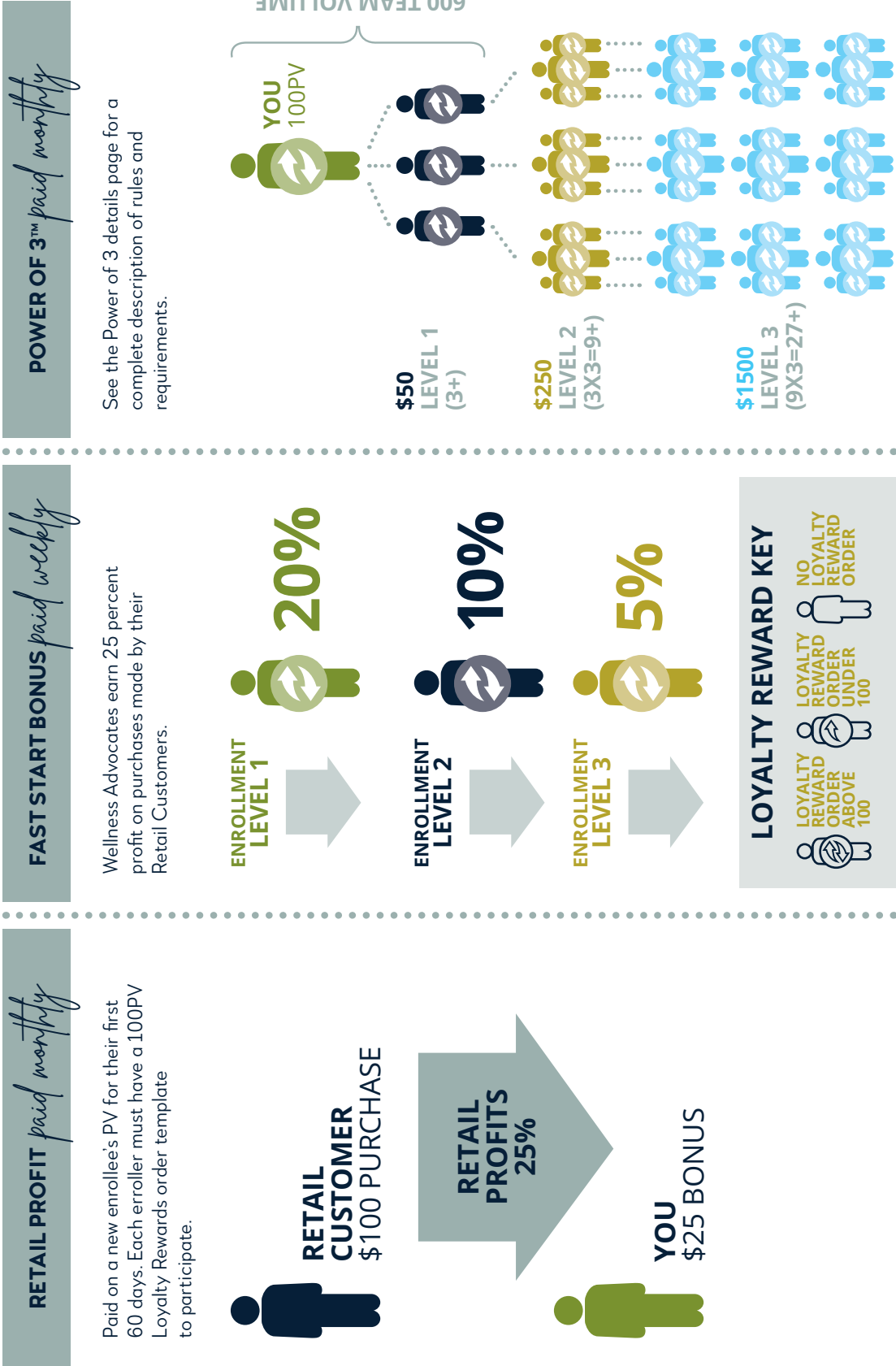
1. Call and ask if they would be interested in a sample.
2. Deliver the sample.
3. Follow up with that sample, possibly deliver another sample until they have a good experience with the oils.
4. Invite to a class.
5. Call two days before the class.
6. Text two hours before the class.

The hostess needs to look at this list and decide which of these things they would like to do and which things they would like the leader to do.

- The hostess needs to decide what level of involvement with preparation for the class that they are comfortable with.
- This is a great way for you to know what type of person you're dealing with, whether it's a sharer or a builder.
- If you're dealing with a hostess or a sharer, that isn't interested in making money, you will need to provide the sample vials, oils, stickers, and the essential oil reference guides.

LISTEN TO DAILY MENTOR
CALL #27

COMPENSATION PLAN



COMPENSATION PLAN: RESIDUAL EARNINGS

Unilevel Organizational Bonus (paid monthly on compressed organizational volume)

PAID AS TITLE	WELLNESS ADVOCATE	MANAGER	DIRECTOR	EXECUTIVE	ELITE	PREMIER	SILVER	GOLD	PLATINUM	DIAMOND	BLUE DIAMOND	PRESIDENTIAL DIAMOND
MONTHLY PV	50	100	100	100	100	100	100	100	100	100	100	100
MONTHLY OV	*	500	1,000	2,000	3,000	5,000	*	*	*	*	*	*
QUALIFIED LEGS*	*	*	*	*	*	2	3	3	3	4	5	6
LEG REQUIREMENTS	*	*	*	*	*	Executive	Elite	Premier	Silver	Silver	Gold	Platinum
LEVEL 1	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
LEVEL 2		3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
LEVEL 3			5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 4				5%	5%	5%	5%	5%	5%	5%	5%	5%
LEVEL 5					6%	6%	6%	6%	6%	6%	6%	6%
LEVEL 6						6%	6%	6%	6%	6%	6%	6%
LEVEL 7							7%	7%	7%	7%	7%	7%

PART 7 / LAUNCHING NEW BUILDERS

COMPENSATION PLAN: LEADERSHIP POOLS

Leadership Pools (paid monthly on compressed organizational volume)

PAID AS TITLE	PREMIER	SILVER	GOLD	PLATINUM	DIAMOND	BLUE DIAMOND	PRES. DIAMOND
Monthly PV	100	100	100	100	100	100	100
Monthly OV	5,000	*	*	*	*	*	*
Qualified Legs*	2	3	3	3	4	5	6
Leg Requirements	Executive	Elite	Premier	Silver	Silver	Gold	Platinum
	LEADERSHIP PERFORMANCE POOL				DIAMOND PERFORMANCE POOL		
# of shares	1	5	10	1	2	3	
	1+	1+	1+	1+	1+	1+	
		2%			1%		
	Empowerment Pool			Diamond Pool	Blue Diamond Pool	Presidential Diamond Pool	
	1 Enrollment		# of shares	3	3	3	
	1%			1+	1+	1+	
				1%	1%	1%	

By qualifying at top ranks Wellness Advocates have the opportunity to benefit from the global company volume. Shares are earned in the pools each month that the qualifying pin title is achieved and maintained.

Earn additional shares by helping your personally enrolled* Wellness Advocates advance 1 to Elite (Leadership), Premier (Diamond, Blue Diamond, and Diamond performance pools), and Silver (Presidential).

Empowerment Pool: Each Silver and each Premier that personally enrolls a wholesale member with 100 PV that month will receive one share. No extra shares are earned in this pool. Leadership Pool: Each Silver earns one share, each Gold earns five shares, and each Platinum earns ten shares.

Diamond Performance Pool: Each Diamond earns one share, each Blue Diamond earns two shares, each Presidential earns three shares. Diamond Pool: Each Diamond receives three shares.

Blue Diamond Pool: Each Blue Diamond receives three shares.

Presidential Pool: Each Presidential receives three shares.

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

LISTEN TO DAILY MENTOR CALL #43

Placements

If you want to have long-term, sustainable, truly residual income that lasts for years and decades, you should have ONE GOAL when it comes to placements: *TIME FREEDOM*.

If you place irresponsibly, rushing to get Power of 3 bonuses or to pop to Premier rank prematurely, you may create a mess for yourself later on.

The most sustainable business structure is where your key partners are committed and capable. When your legs are all built beneath committed and capable builders (rather than less committed/capable builders, sharers, and customers), your momentum will increase exponentially.

Ideal Team Structure

- *Level 1:*
Committed AND capable builders
- *Level 2:*
Committed OR capable builders
- *Level 3:*
Customers and sharers

Committed

means they do what they say they're going to do, when they say they'll do it. You determine commitment by how they treat their earliest commitments with dōTERRA. Do they keep their appointments? When you ask them to watch a video or read an email, do they do it?

Capable

means they can bring people to the table. They can figure things out. They can sign people up. You determine capability by watching if they can get people to classes, bring people to you, or enroll people themselves. They can also tap into resources to learn to do things themselves.

Utilize the 14-day placement window to determine if a builder is committed and capable. Don't guess. Give them chances to demonstrate it.

What happens if someone is either Committed or Capable, but not both?

Someone who doesn't demonstrate both commitment and capability is great for your second level. These are valuable builders who will likely require more time and energy from you, which is why they don't go on your front line.

By keeping a high standard for your closest business partners, you show up like a professional who can attract the kind of partners you're looking for. This doesn't mean you disregard people who don't fit your mold perfectly. You welcome all to your team, and you also make smart decisions about your resources of time and energy.

LISTEN TO DAILY MENTOR CALL #44

The Biggest Mistakes We Make with Placements

1. Putting product users and sharers on your front line.
 - A much better solution is to teach builders how to properly invite and hold classes so that they find the right people quickly and can place them all at the same time.
2. Placing family (who aren't CCs) on your front line.
 - You can't hold your family accountable.
 - You don't want to bring that stress and pressure into your relationships. You don't want to set up the situation where they think dōTERRA is more important than your relationship with them.
3. Not clustering by location.
 - Place people where they will be supported by the right CC leader under you.
4. Not placing by relationships.
 - Keep people together by relationships as much as you can so that people who normally interact together can work together.
 - Placing by relationships always trumps location.

LISTEN TO DAILY MENTOR CALL #45

How to Solve Placement Issues

1. Form a new leg.
 - It's much easier to give birth than to raise someone from the dead!
 - We avoid this because it was painful to build legs originally when we did it wrong. But NOW that we know how to do it correctly, it's much easier!
 - It's usually MUCH easier and faster to just build a new leg than to try to resurrect a dead leg.
2. Place a new CC under an existing leg.
 - Your goal is to have all your qualifiers be CC's.
3. Account Transfer.
 - Always test people before you transfer them.
("Can you get three real leader prospects on a three-way call with me this week?")
 - Make it a win-win for the person transferring out.
4. Enrollership Change.
5. Placement Swap.
6. Terminate accounts.
7. Exceptions committee will always say no to:
 - A move that makes you a new rank.
 - A move that fills in Power of 3.
 - A move over 1,000 OV.
 - Always let your downline turn in their own exceptions. Otherwise, it will count as one of yours (and they seem to cap exceptions at three).



PART 8: DUPLICATION



THE POWER OF THE BASIC DUPLICATION MODEL / IF IT DOESN'T DUPLICATE, IT DOESN'T MATTER!

Weekly Success Schedule

What's the surest way to success?
It's being unyieldingly consistent with the core business-building activities. These activities compound on each other when they happen in a dedicated fashion.

Seven Crucial Weekly Activities for Success

1. Introduction to Oils Class
2. Basic Business
3. Wellness Consults
4. Continuing Education Class
5. Team Call
6. Strategy Sessions with Key Builders
7. Contacting and Following-up

We will attach a sample Weekly Success Schedule. It contains every core business building activity to grow your business. Notice all the white space, and also how many activities can easily be fit in between other priorities (family, job, other, etc.). Commit to building seriously, and your results will become serious!

Doing this weekly success schedule every week for 12 months is the surest way to Diamond in 12 months.

LISTEN TO DAILY MENTOR CALL #46

Intro to Oils Class

- You must have the same class at the same time on the same day of the week in the same place.
- This speeds up duplication because anytime someone wants to bring someone to a class, they know there's an oil class to bring them to.
- Pretty soon, you will have 100 people duplicating the same class each week with thousands of new enrollments.
- When you have a week with little or no attendance, don't worry that it's not working just stay consistent.
- The weekly class is critical for massive duplication.

Basic Business Training

- This happens directly after your oil class every single week.
- This must happen right after your oil class because the people are already there in the room!
- This gives them an additional exposure to the business!
- Talk about three things:
 1. Building a Pipeline (residual income)
 2. Why dōTERRA is such a great company and basic compensation
 3. Business success stories (don't share the money; share how it changes someone's life and experience.)

At the end of the class is when you can bring out essential oil treats. A lot of people will stay for the treats, and then they have the opportunity to be exposed to the business.

Wellness Consults

By providing a few times each week for Wellness Consults, people will be able to schedule their appointment and you will be able to stay consistent.

LISTEN TO DAILY MENTOR CALL #47

Continuing Education Class

85% of our checks are from product users. If we don't continually support our product users, we're throwing away the biggest part of our business. The intention of Continuing Ed is that by the end of their Continuing Ed experience, they've fallen in love with at least five products and they will never stop ordering for the rest of their lives. It's way more effective in person because the people have the physical experience of being there and they can't just sign off.

- Product Education (rotate every eight weeks)
 1. Essential Oils 101
 2. The Power Behind Proper Health & LLV
 3. Healthy Weight Lifestyle
 4. Emotional Wellness, Hormone Balance, and Mood Management
 5. Body Balance with AromaTouch Technique
 6. Skin Care
 7. Essential Science
 8. Pain Management

- Business Education (rotate every four weeks) (right after the product session)
 1. Getting Started (Making a List, Sampling, Inviting to a Class)
 2. Compensation Plan
 3. How to Teach an Essential Oil Class
 4. Elite in Six Weeks
- Have cards and a graduation from Continuing Ed! It works in Malaysia, Mexico, Tennessee, and everywhere.
- Food comes out at the end of the business section.
- Every continuing ed class includes LRP education.

LISTEN TO DAILY MENTOR CALL #48

Team Call

- Hold calls for 30 minutes max on Monday nights.
- This is held by Diamonds and above (your team needs to be big enough).
- Team calls work best Monday night at the beginning of the week.
- These are important so that nobody gets left behind.

Schedule:

- Welcome (**2 minutes**)
- Product training (**5 minutes**)
- Training on a specific business skill (whatever is coming up in the strategy calls) (**15 minutes**)
- Recognition or testimonials (**5 minutes**) Find unique things to recognize, such as someone who goes out of their way to be at an event or enrolls a big kit
- Reminders and close (upcoming events and promotions) (**3 minutes**)

LISTEN TO DAILY MENTOR CALL #49

Strategy Sessions

- Strategy sessions should happen every single week until they are Diamond.
- Make sure they are scheduled for the same day at the same time.
- Have them call you so that you don't have to chase them.
- If someone is full-time in the business, schedule a full hour with them each week. If someone is part-time in the business, schedule a half hour with them each week.
- Try to have all of your strategy sessions in the same block of time. This will be easier for you and they tend to not go long if someone is right behind them.
- You can do strategy sessions in-person or over the phone.
- If someone won't get on a strategy call with you, it's because you aren't offering value.
- Your number one objective is to follow up with them on their three goals from the following week and set three more goals for the coming week.
- Make sure they commit what day they will accomplish all of their goals and hold them accountable by texting them throughout the week and asking them if they have accomplished their goals.

• For example:

If Sally, your leader, says that one of her goals is to contact four people on her Names List, you would ask her when she will have this task completed. She would say by Thursday night. You would put that into your phone on Thursday night with a reminder so that you can text her on Thursday and ask her if she accomplished her goal.

We have sample strategy call worksheets that you can use each week.

Get in the habit of asking and reclarifying what your builder is committing to. Don't assume that glossing over important activities means they fully comprehend their importance. Always ask and reclarify.

Contacting and Following Up

- Four hours a week: Cluster calls close together in one block of time.
- Whatever number of CC builders you think you need for a goal, find four people that want to build. Usually one does nothing, one turns out to be more of a sharer, one wants to go at their own pace, and usually one out of four is a committed and capable leader. 1 OUT OF 4 RULE!

Misc. Time Usage

- Travel (2 hours)
- Wellness Consults (2 hours)
- Q&A here and there (2 hours)

SAMPLE WEEKLY SUCCESS SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9am							
10am	Strategy Sessions				C&F	Continuing Education	
11am							
Noon					C&F	Wellness Consult	
1pm							
2pm		Wellness Consult					
3pm							
4pm			C&F				
5pm							
6pm		C&F					
7pm				Oils Class			
8pm				BBT			
9pm	Team Call						

WEEKLY STRATEGY WORKSHEET

For Upline Use

Step 1: Reconnect and ask discovery questions

- Tell me about. . . (your week, your family, your work)
- How are you feeling about dōTERRA?
- What's the best thing that happened with your business this week?
- What's the most frustrating thing that happened with your business this week?

Step 2: Review goal/priorities and action items from last week

Step 3: Things to review:

- Who will be hosting/teaching classes?
- How many classes need to be set up on each qualifying team?
- Have you chosen your incentives/promotions for this month on qualifying legs, and have you discussed the incentives/promotions with your leaders?

Step 4: Identify 3 Goals for this week

Goal 1 _____

- How will you accomplish it?
- When will you have this completed?
- How can I support you with this?

Goal 2 _____

- How will you accomplish it?
- When will you have this completed?
- How can I support you with this?

Goal 3 _____

- How will you accomplish it?
- When will you have this completed?
- How can I support you with this?

Step 5: Both upline and downline, write down goals

Step 6: Important reminders (example: team call, company promotions, and so on)

THE POWER OF CONSISTENCY

**LISTEN TO DAILY MENTOR
CALL #50**

There are only a handful of important decisions you need to make in your business. Most people complicate the business and get bogged down and overwhelmed. My goal has always been to make things as simple as possible. Once you have mastered the basics of the business, all you have to do is ACTUALLY do them on a consistent basis. You can create the kind of business you desire! Successful people make the right decisions and manage those decisions daily. The earlier you make those right decisions and the longer you manage them, the more successful you can become. **DECIDE NOW!**

THE DUPLICATION MODEL

The baseline, the lowest common denominator to build a sustainable, successful dōTERRA business

FOR PRODUCT USERS (EVERYONE)




FOR BUSINESS BUILDERS



ELITE BUILDER WORKSHEET

AN ELITE ORGANIZATION CONSISTS OF 3,000 OV

1. Find the number of classes you need to hold next month to reach Elite

Add up all scheduled LRP volume on your team and enter the total into Box 1. 

a. Log in to mydoterra.com and click on My Office -> Team -> Graphical Tree.
 b. Mouse over each circle and square to view smart tags showing pending LRP orders.
Circle = LRP template of 100 PV or more | Square = LRP template less than 100 PV | Triangle = No LRP (can't predict volume)
 c. Add up all LRP orders set for the next calendar month. (if template has not changed, use amount from current month.)

1

Divide Box 2 by 500 (the average volume per class) to find # of classes required. (Round up to the nearest whole number.)

2

Subtract Box 1 from 3000 to find remaining OV required to reach Elite. If negative, enter 0.

3

2. Identify all Builders and Sharers that will work with you to hold classes next month

- | | |
|----|----|
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. | 8. |

3. Schedule the number of classes shown in Step 1, Box 3 by the 3rd Friday of next month

Date _____ Time _____	Date _____ Time _____	Date _____ Time _____
Host _____	Host _____	Host _____
Presenter _____	Presenter _____	Presenter _____
Date _____ Time _____	Date _____ Time _____	Date _____ Time _____
Host _____	Host _____	Host _____
Presenter _____	Presenter _____	Presenter _____

4. Set incentives for each Builder or Sharer that will motivate them to reach their goals

- | | |
|----|----|
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. | 8. |

Notes.

PREMIER BUILDER WORKSHEET

A PREMIER ORGANIZATION CONSISTS OF (2) EXECUTIVE QUALIFIED LEGS OF 2,000 OV AND TOTAL OF 5,000 OV

Create an action plan to reach the rank of Premier during the month by completing the steps for each numbered box below

Leg 1 Leader:

Add up all scheduled monthly LRP volume in Leg 1 and enter the total into Box 1. \longrightarrow	1
Subtract Box 1 from 2000 to find remaining OV required for Executive. If negative, enter 0.	2
Divide Box 2 by 500 (the average volume per class) to find # of classes required. (Round up to the nearest whole number.)	3
If Box 3 = 0, just enter the amount from Box 1. If Box 3 is greater than 0, enter 2000.	4

Leg 2 Leader:

Add up all scheduled monthly LRP volume in Leg 2 and enter the total into Box 5. \longrightarrow	5
Subtract Box 5 from 2000 to find remaining OV required for Executive. If negative, enter 0.	6
Divide Box 6 by 500 (the average volume per class) to find # of classes required. (Round up to the nearest whole number.)	7
If Box 7 = 0, just enter the amount from Box 5. If Box 7 is greater than 0, enter 2000.	8

Extra Volume

Add up all other scheduled LRP volume outside Leg 1 & Leg 2 and enter the total into Box 9. \longrightarrow	9
Calculate 5000 - Box 4 - Box 8 - Box 9 to find remaining OV required to reach Premier. If negative, enter 0.	10
Divide Box 10 by 500 (the average volume per class) to find # of classes required. (Round up to the nearest whole number.)	11

Leg 1 Building Activity

Leg 2 Building Activity

Leg 3 Building Activity

List the top 3 builders and sharers in Leg 1	List the top 3 builders and sharers in Leg 2	List the top 3 builders and sharers outside Leg 1 & Leg 2
1.	1.	1.
2.	2.	2.
3.	3.	3.

Schedule the number of classes shown on Box 3 by 3rd Friday of the month	Schedule the number of classes shown on Box 7 by 3rd Friday of the month	Schedule the number of classes shown on Box 11 by 3rd Friday of the month
Date _____ Time _____	Date _____ Time _____	Date _____ Time _____
Host _____	Host _____	Host _____
Presenter _____	Presenter _____	Presenter _____
Date _____ Time _____	Date _____ Time _____	Date _____ Time _____
Host _____	Host _____	Host _____
Presenter _____	Presenter _____	Presenter _____
Date _____ Time _____	Date _____ Time _____	Date _____ Time _____
Host _____	Host _____	Host _____
Presenter _____	Presenter _____	Presenter _____
Date _____ Time _____	Date _____ Time _____	Date _____ Time _____
Host _____	Host _____	Host _____
Presenter _____	Presenter _____	Presenter _____

Set incentives for each builder or sharer in Leg 1	Set incentives for each builder or sharer in Leg 2	Set incentives for each builder outside Leg 1 & Leg 2
1.	1.	1.
2.	2.	2.
3.	3.	3.

PART 8 / DUPLICATION

SILVER BUILDER WORKSHEET

A SILVER ORGANIZATION CONSISTS OF (3) ELITE QUALIFIED LEGS OF 3,000 OV

Create an action plan to reach the rank of Silver during the month by completing the steps for each numbered box below.

Leg 1 Leader:

Add up all scheduled monthly LRP volume in Leg 1 and enter the total into Box 1. → **1**

Subtract Box 1 from 3000 to find remaining OV required for Elite. If negative, enter 0. **2**

Divide Box 2 by 500 (the average volume per class) to find # of classes required. (Round up to the nearest whole number.) **3**

Leg 2 Leader:

Add up all scheduled monthly LRP volume in Leg 2 and enter the total into Box 4. → **4**

Subtract Box 4 from 3000 to find remaining OV required for Elite. If negative, enter 0. **5**

Divide Box 5 by 500 (the average volume per class) to find # of classes required. (Round up to the nearest whole number.) **6**

Extra Volume

Add up all scheduled monthly LRP volume in Leg 3 and enter the total into Box 7. → **7**

Subtract Box 7 from 3000 to find remaining OV required for Elite. If negative, enter 0. **8**

Divide Box 8 by 500 (the average volume per class) to find # of classes required. (Round up to the nearest whole number.) **9**

Leg 1 Building Activity

Leg 2 Building Activity

Leg 3 Building Activity

List the top 3 builders and sharers in Leg 1

- 1.
- 2.
- 3.

List the top 3 builders and sharers in Leg 2

- 1.
- 2.
- 3.

List the top 3 builders and sharers in Leg 3

- 1.
- 2.
- 3.

Schedule the number of classes shown on **Box 3** by 3rd Friday of the month

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Schedule the number of classes shown on **Box 6** by 3rd Friday of the month

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Schedule the number of classes shown on **Box 9** by 3rd Friday of the month

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Date _____ Time _____
Host _____
Presenter _____

Set incentives for each builder or sharer in Leg 1

- 1.
- 2.
- 3.

Set incentives for each builder or sharer in Leg 2

- 1.
- 2.
- 3.

Set incentives for each builder or sharer in Leg 3

- 1.
- 2.
- 3.



BACK TO *Basics*

THE BASIC DUPLICATION MODEL + ADVANCED LEADERSHIP

