



*launch*  
YOUR BUSINESS GUIDE

# It's time to LAUNCH YOUR BUSINESS!

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

LAUNCH  
P PREPARE | P E S

## 1 LAUNCH YOU TO ELITE

Achieve Elite by following the Elite plan outlined below.

The intended outcome is:

1. 15+ enrollments
2. Identify 3+ new builders
3. Set your structure to earn the Power of 3 bonus \$250.



Elite  
3,000 OV

## 2 LAUNCH THREE ELITES

Support 3+ builders to follow this same plan to Elite.

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



Silver



Elite



Elite



Elite

## HOW TO LAUNCH TO ELITE IN 30 DAYS

### 1 Complete Getting Started Checklist

Set up important logistics of your business once you have completed the First 3 Steps in your Build Guide.

pg. 5

- I completed the First 3 Steps in the Build Guide.
- I completed the Getting Started Checklist.

### 3 Fill in Elite Planner

Schedule your classes and one-on-ones.

pg. 7

- My Elite Planner is complete.

### 5 Set Daily Schedule

Plan your time effectively using the 5 PIPES Success Formula.

pg. 10

- I know how to plan my daily PIPES.
- I schedule my daily & weekly PIPES into my personal calendar.

### 2 Set Goals & Identify WHY

Know WHY you're building a dōTERRA business and what you intend to create with it.

pg. 6

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

### 4 Prioritize Your Names List

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

pg. 8, 9

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

### 6 Prepare & Invite 45+ people to presentations

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

pg. 11

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

Complete in first 72 hours

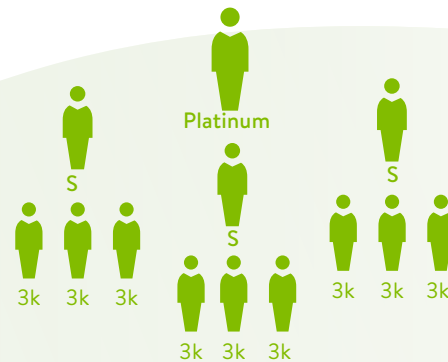
Your success is up to you. You set your pace.  
This is the ideal pace for **optimal success.**



## RESULTS

Set yourself up to:

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



## TAKE IT TO THE NEXT LEVEL

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

Visit [sharesuccess.com/launch](http://sharesuccess.com/launch) for video trainings and to enroll in the *Launch Your Business Challenge*.

### 7 Present to 30+ people

Present at or through one-on-ones, classes, events, webinars, or calls with upline support or attend a presentation with your guest(s).

pg. 12, 13

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

### 9 Strategize Placements

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

pg. 16, 17

- I have a basic understanding of the Comp Plan and placement strategy.
- I call my upline for placement help.

### 11 Launch 3+ New Builders

Once they have completed their first 3 steps in the Build Guide, introduce new builders to the Launch Guide. Use the Success Check-in to mentor and guide them in launching their business.

pg. 18, 19

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

### 8 Enroll 15+ people

Enroll 15+ people as Wellness Advocates.  
200PV avg. x 15 enrollments = 3000 PV!

pg. 14

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

### 10 Support new members with Wellness Consults

Schedule and do Wellness Consults within a few days of when new members receive their oils. Invite them to host a class and build using the Share and Build Guide.

pg. 15

- I know how to do a Wellness Consult.
- I have done Wellness Consults with all my new enrollees.

### 12 Build Your Confidence

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

pg. 20

- I repeat the Confidence Statement 2x/daily
- I do 15+ minutes of daily personal development
- I AM ELITE!**





## 1 SET UP YOUR BACK OFFICE

Login to [mydoterra.com](http://mydoterra.com) to:

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

BE A PRODUCT OF THE PRODUCT

*use* MORE *believe* MORE *share* MORE

Use the products daily

## 2 GET SUPPORT & TRAINING

• Enroll in the Launch Challenge by logging into [sharesuccess.com/launch](http://sharesuccess.com/launch) for online training videos.

- Plan to attend a team or corporate training.

\_\_\_\_\_

Date & Time

\_\_\_\_\_

Location

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

\_\_\_\_\_ # to Call \_\_\_\_\_

Days & Time

- Weekly team call

\_\_\_\_\_ # to Call \_\_\_\_\_

Day & Time

- Team Facebook Group(s)
- \_\_\_\_\_
- \_\_\_\_\_

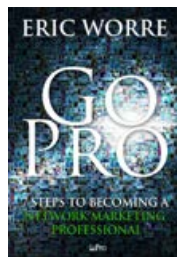
## 3 GET EQUIPPED

- Purchase *Natural Solutions Class Kit* (\$25) at [sharesuccess.com/resources](http://sharesuccess.com/resources). It contains everything you need to successfully launch your business.

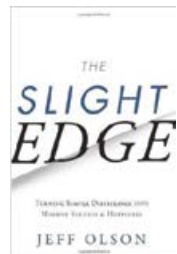


- Use the 5 PIPES Post-It Pad to keep you on track with your daily activities. The more consistently you build your pipeline, the more reliable your results will be. Purchase at [sharesuccess.com/resources](http://sharesuccess.com/resources).

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



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



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

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

LAUNCH

PIPES

## 1. WHAT ARE YOU EXPERIENCING NOW?

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

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

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

\_\_\_\_\_

\_\_\_\_\_

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

## 3. WHAT ARE YOUR dōTERRA GOALS?

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

### 30 Day Goal (non-negotiable)

**WHAT**  
\$ \_\_\_\_\_ /mo.  
\_\_\_\_\_ rank  
**WHEN**  
\_\_\_\_\_ Goal Date

### 90 Day Goal

**WHAT**  
\$ \_\_\_\_\_ /mo.  
\_\_\_\_\_ rank  
**WHEN**  
\_\_\_\_\_ Goal Date

### 1 Year Goal

**WHAT**  
\$ \_\_\_\_\_ /mo.  
\_\_\_\_\_ rank  
**WHEN**  
\_\_\_\_\_ Goal Date

### WHY

Why am I doing dōTERRA?

Why is that important to me?

Why is that important to me?

Why is that important to me?

### HOW

- Text a picture of your goals to your upline support.
- Complete the steps in this *Launch Guide*.
- Do 5 PIPES a day (see pg. 10).
- Post goals by your kitchen sink, bathroom & bedroom mirrors, & in your office.
- Journal daily to clarify your WHY, and to receive insights on how to achieve your goals.


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

PLAN ONE-ON-ONES

ONE-ON-ONES

NAME		Enrolled <input type="checkbox"/>	NAME		Enrolled <input type="checkbox"/>
DATE & TIME			DATE & TIME		
NAME		Enrolled <input type="checkbox"/>	NAME		Enrolled <input type="checkbox"/>
DATE & TIME			DATE & TIME		
NAME		Enrolled <input type="checkbox"/>	NAME		Enrolled <input type="checkbox"/>
DATE & TIME			DATE & TIME		
NAME		Enrolled <input type="checkbox"/>	NAME		Enrolled <input type="checkbox"/>
DATE & TIME			DATE & TIME		

CELEBRATE ELITE

CLASS 1 VOLUME	PV	TOTAL _____ PV	3000 OV=	
CLASS 2 VOLUME	PV			
CLASS 3 VOLUME	PV			
CLASS 4 VOLUME	PV			
ONE-ON-ONES	PV			

\*Enrollment Incentives: \_\_\_\_\_

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

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

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

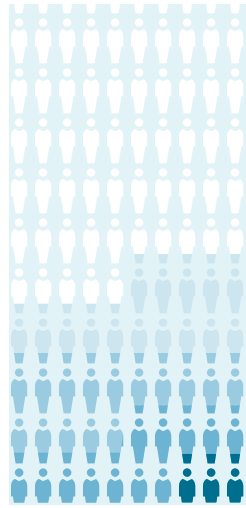
# PRIORITIZE YOUR *names* LIST

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

## 1. CATEGORIZE CONTACTS

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

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



**REFINE YOUR PROSPECTS**

Prepare **100**

Invite **45**

Present to **30**

Enroll **15**

Support **3** builders

## 2. ENVISION YOUR IDEAL BUILDER

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

Journal about the characteristics you envision in an ideal builder.

## 3. PRIORITIZE BUILDER PROSPECTS

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

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

*Example*

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

## 4. BEGIN INVITING!

Use *Effective Inviting* on page 11 to begin giving prospects exposure to dōTERRA and to effectively invite them to a presentation. At the beginning, consider inviting your upline support to help you introduce the business opportunity to high-priority builder prospects.

## 5. CONTINUALLY ADD TO YOUR LIST

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



# SUCCESS *tracker*

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

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

YOU'RE A DIAMOND

LAUNCH

P PREPARE I P E S

**Success is scheduled!** Now that you've prioritized your Names List and have transferred your top prospects to your Success Tracker, it's time to take action with these relationships. Ask yourself the questions on the left to plan your daily actions. **5 PIPES A DAY is your formula for success in dōTERRA!** This is a numbers game.

Focus your efforts in the key money-making activities of **inviting, presenting, and enrolling.** The more you effectively share, the more lives you'll change, and the more results you will achieve! Keep track of your 5 PIPES activities for each day.



LAUNCH

P PREPARE I P E S

What preparations can I make today?

Who can I invite today?

Who can I share a presentation with today?

Who can I enroll today?

Who can I support today?

**Monday** 5 PIPES A DAY *to build your pipeline*

Activity	Prep	Inv	Pres	Enroll	Support	Day 1	Day 2	Day 3	Day 4	Day 5
<b>P</b> REPARE • Make a plan • Personal development • Attend training • Receive mentoring <i>Plan week &amp; set goals Read Go Pro</i>	1					1	1	1	1	1
<b>I</b> NVITE • Share oils or opportunity • Invite to learn more • Remind to attend <i>Invite to class: Jenn, Joe, Bob, Sue</i>		1				3	6	5	1	1
<b>P</b> RESENT • Teach others • Attend with guest <i>One-on-one with Mom</i>			1							2
<b>E</b> NROLL • Enroll new Wellness Advocate • Enroll in LRP • Commit to host • Commit to build <i>Enroll Mom</i>				1				1		1
<b>S</b> UPPORT • Launch builders • Train • Mentor • Recognize success • Nurture relationships <i>Nurture relationship with Cathy</i>					1		1	2	1	
									1	1



**Accountability is key to your success.** Check in with your mentor regularly for accountability and to set and reach goals. Track your PIPES activities on your calendar or on the 5 PIPES Post-it, then tally and transfer to your Success Check-in (pg. 19). Turn up the flow by being accountable to your mentor for your PIPES activities!

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

# EFFECTIVE *inviting*

Learn the three steps to share. The more you put them into practice, the better your attendance and enrollments at your presentations.

## 1 *SHARE* *an experience*

- Are you open to trying something natural?
- Would you like to experience...?

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

## 2 *INVITE* *to learn more*

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

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

## 3 *REMIND* *them to come*

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

- Call your invited prospects 24-48 hours before your presentation to remind them to come. Share your excitement and the value this can offer them. Tell them to come ready to learn. Consider offering an incentive if they bring a friend!
- Text them 2-4 hours prior to your presentation. Reiterate your excitement.

### BE READY FOR ANYTHING

- Always have oils with you and use them around others. Carry an 8-vial keychain so you can offer someone an oil experience at any time.
- Whenever possible, reach out in person, by text or over the phone. Blasting messages via Facebook or email is usually not very effective.
- When sharing or sending samples, include *Healthy Can Be Simple* Intro Guides with instructions and contact info written on the back. If applicable, include the date of your next presentation.
- **To share the opportunity:** Know WHY you share dōTERRA and are building a business. Instead of saying, "I do dōTERRA," tell prospects the WHY behind your involvement.

### Show up to serve as a **SOLUTIONS PROVIDER**

Be prepared to share your message by getting clear on how dōTERRA's products and opportunity meet people's needs.

How can dōTERRA products meet people's needs?

- Why do the oils enhance wellness?
- Why do the supplements better people's lives?
- Why do natural solutions fill the gap in people's lifestyle?

How can the dōTERRA opportunity meet people's needs?

- Why be in business for yourself?
- Why create residual income?
- Why be part of a team?
- Why be in charge of your future?

## PRESENTATION IDEAS:

### TYPES

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

See details on other ways to present at [sharesuccess.com/present](http://sharesuccess.com/present).

### PLACES

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

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

## PREPARE

### Schedule class or one-on-one

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

### Watch the *Natural Solutions* DVD

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

### Prepare the tools you need

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

### Set your intentions

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



## INVITE

### Follow the three interactions

Ensure good attendance with well-qualified guests using the three steps to share on page 11.



## PRESENT

### Give introduction

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

### State intentions

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

### Open with an engaging question

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

### Tell the story of essential oils

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

### Write top 3 health priorities

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

### Introduce the Wellness Pyramid

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





## Share products and experiences

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

## Invite guests to host a class

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

## Introduce supplements

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

## ENROLL

### Teach wholesale memberships

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



### Teach Loyalty Rewards

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

### Offer Wellness Consults

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



### Invite guests to enroll

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

### Use Enrolling Tips

To maximize enrollments and help guests get the products that will serve them best, use the 6 Keys to Close on page 14. Have these keys memorized, and follow them with exactness.

### Schedule follow-up

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

## SUPPORT

### Know the support process

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

- Use *Enrolling Tools* on page 15 to guide you in supporting new Wellness Advocates.
- Do a Wellness Consult to support new Wellness Advocates and to enroll them in LRP using the *Live Guide*.
- Invite them to share and build dōTERRA.



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

## 1 What are we working on?

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

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

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

## 3 If I were you, I would...

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

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

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

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

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

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

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

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

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

## ENROLL IN LRP New Customers



### Within 48 hours

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

### Within 1 week

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

## COMMIT TO SHARE New Sharers



### Within 48 hours

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

### 3-5 days before the class

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

## COMMIT TO BUILD New Builders



### Within 48 hours

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

### Within 1 week

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

### Within 2 weeks

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

## How Do I Know Where to Place People?

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

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

### Consider three questions when placing a new enrollee:

1. Where will they grow the best?
2. Where will they be best supported?
3. Where can I place them to support my rank? Power of 3?

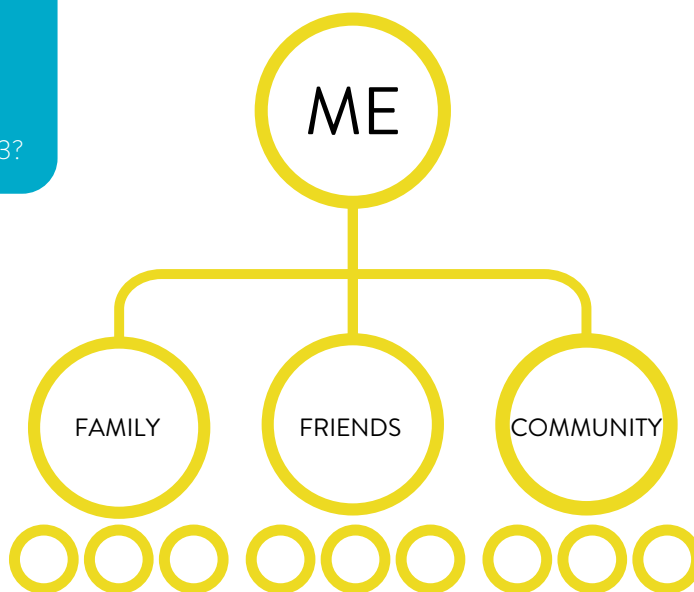
### ENROLLER

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

### SPONSOR

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

### Place by Relationships



### PLACEMENT TIPS

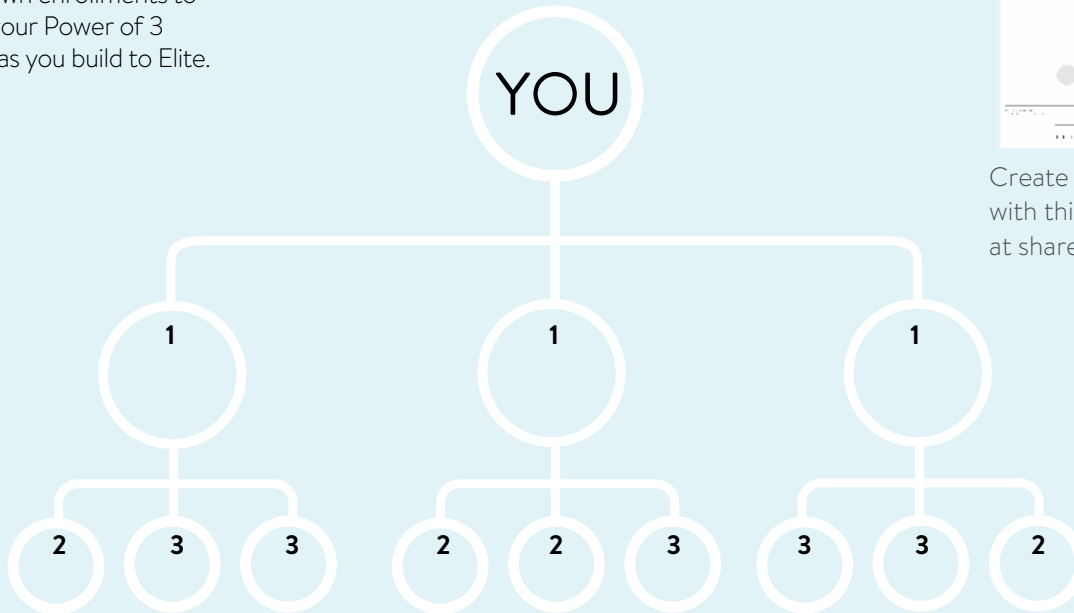
- Place new enrollees under builders and leaders where and whenever possible. Keep enrollership until it makes sense to transfer to sponsor for rank advancement or when they have assumed the greater responsibility.
- Keep strong builders on or close to your frontline to build stability, longevity, and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



As you place enrollees in your new organization, plan for the long term. Always focus on structuring for rank before Power of 3. This guide offers one of many effective placement strategies for your Elite Factory.

This is what you do with your own enrollments to build your Power of 3 \$250 as you build to Elite.

### Your Launch to Elite



Power of 3  
\$250 Bonus

- You & Your Enrollees
- Your 1st Builder & Their Enrollees
- Your 2nd Builder & Their Enrollees
- Your 3rd Builder & Their Enrollees

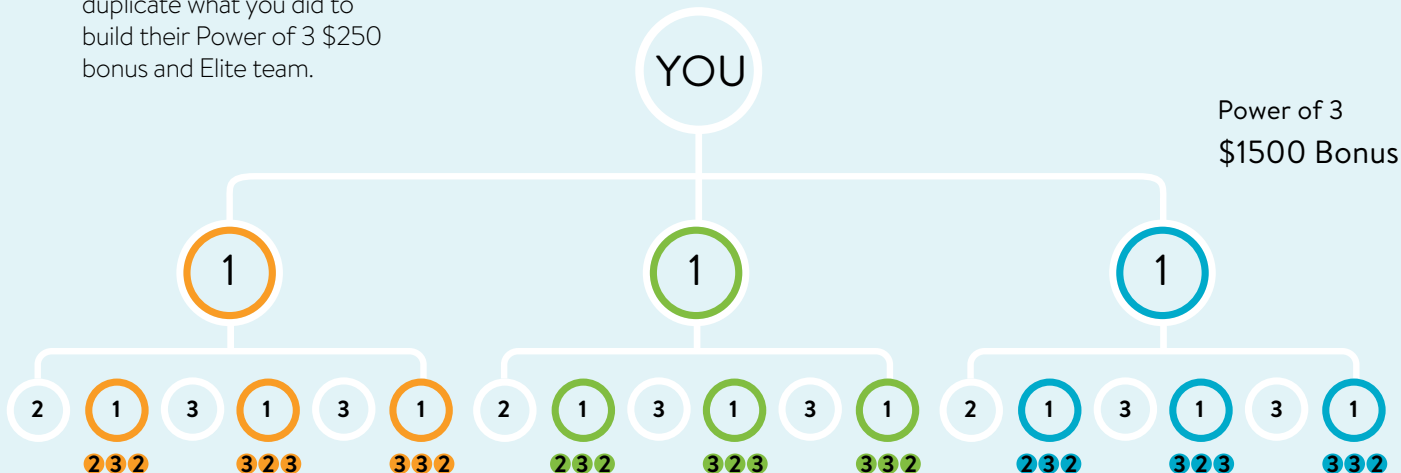
1 = Committed Builder

2 = Sharer (interested in hosting/sharing)

3 = Customer (interest is in product use only)

Teach your three builders to duplicate what you did to build their Power of 3 \$250 bonus and Elite team.

### Launch Three Elites



Power of 3  
\$1500 Bonus

You are in business for yourself, but not by yourself. Accountability to an upline mentor is critical to your success and the success of your builders. Reach out to your upline for support and guidance, and give support and guidance to your builders. Everything duplicates. So if you show up accountable to your mentor, you will attract greater accountability from your team.

As an upline support, your desire is to support your builders in going from where they are to where they want to be. Serve them as their ongoing accountability and strategic partner. This is your primary role in their life.

## BE MENTORED

1. Complete the *Success Check-in* before your mentoring session.
2. Take a picture and text or email it to your upline mentor.
3. Call them at your appointed time.

As you reach goals, you will break through limiting beliefs, overcome personal blocks, build your character, and expand your influence. dōTERRA is a powerful vehicle to reach your dreams that serve as a course in personal development. One of the greatest fruits of your efforts will be your personal growth. Your mentor can recommend resources, and it's up to you to plug into those resources. Make personal development an important part of each day. Plan to spend 15 minutes a day minimum.

Difficulties happen. They happen to everyone. There will come a time when you will become discouraged. Your mentor will know this has happened if you stop calling, stop enrolling, or start making excuses. If this happens—and it can happen to anyone—how would you like your mentor to respond?

## MENTOR

1. Review the *Success Check-In* your builder sent you.
2. Be available for the appointed time. Answer the phone when they call and follow the tips below.
3. Reference the *Launch Guide*, *Lead Guide*, and upline as needed for guidance.

## TOP MENTORING TIPS

- You don't have to know everything or be an expert in dōTERRA to give good support to new builders and your team.
- Celebrate their success and recognize their achievements.
- Ask questions and listen with understanding.
- Help them explore solutions and find their own answers.
- Develop a relationship of trust by keeping confidences and commitments.
- Be a true friend. Edify and encourage them. Help them see their own gifts and brilliance.

The greatest benefit isn't getting what you want. The greatest benefit is what you'll need to become in order to get what you want.  
- Eric Worre



*Mentoring is about drawing out the brilliance in others.*

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

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

What's working? What are some recent successes?

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

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

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

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

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

WEEKLY PIPES (IDEAL):	TOTAL LAST WEEK	GOAL FOR THIS WEEK
<b>P</b> REPARE <ul style="list-style-type: none"> <li>Attend weekly team call (1)</li> <li>Personal development (5)</li> </ul>		
<b>I</b> NVITE <ul style="list-style-type: none"> <li>Share oils or opportunity (8)</li> <li>Invite to learn more (8)</li> <li>Remind (6)</li> </ul>		
<b>P</b> RESENT <ul style="list-style-type: none"> <li>Presentations (1 class or 5 one-on-ones)</li> </ul>		
<b>E</b> NROLL <ul style="list-style-type: none"> <li>Personal Enrollments (2)</li> <li>Enrollment in LRP (Wellness Consults) (2)</li> <li>Launch builders (1)</li> </ul>		
<b>S</b> UPPORT <ul style="list-style-type: none"> <li>Support and mentoring calls (3)</li> </ul>		
	TOTALS	

Other goals & commitments:

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

# confidence STATEMENT

Read this confidence statement aloud morning and night to program your mind for success. Repetition and intensity of emotion enhance your ability to grow your belief and confidence.

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

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

*I FULLY realize that no wealth, position, or rank can long endure, unless built upon truth and justice. Therefore I engage in no transaction, which does not benefit all whom it affects. I succeed by attracting to myself the forces I aspire to use, and the cooperation of other people. I encourage and invite others to serve me because of my willingness and efforts to serve others. I eliminate hatred, envy, jealousy, selfishness, and cynicism by developing love for all humanity. I cause others to believe in me because I believe in them and in myself.*

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

*In exchange for this rank and income, I give my very best effort. I will never stop acting until I shall have developed sufficient self-confidence for its attainment. I sign my name to this formula, commit it to memory, and repeat it with full faith that it is continually influencing my thoughts and actions, creating the results I desire.*



\_\_\_\_\_  
Signature

Create a vision board to access the power of visualization as you program your success mindset.  
*Visualize + Verbalize = Materialize*

