



*elite*  
GUIDE

doTERRA  
Lender  
5 mL



Track your training progress here. Tools are found in the following pages of this guide. Video training is found at [sharesuccess.com/elite](http://sharesuccess.com/elite).



TOOLS	VIDEO TRAINING*
<p><b>Prepare &amp; Share</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Elite Planner.....E4</li> <li><input type="checkbox"/> Elite Mindset &amp; Skillset ..... E5</li> <li><input type="checkbox"/> Success Habits ..... E6</li> <li><input type="checkbox"/> Elite Personal Development... E7</li> <li><input type="checkbox"/> Success Check-in..... E8</li> <li><input type="checkbox"/> Tell Your Story ..... E9</li> <li><input type="checkbox"/> Intro Guide &amp; Sampling ..... E10</li> <li><input type="checkbox"/> Contact Scripts..... E11</li> </ul>	<p><b>Week 1</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Overview</li> <li><input type="checkbox"/> Personal Development</li> <li><input type="checkbox"/> Hold Yourself Accountable</li> <li><input type="checkbox"/> Tell Your Story</li> <li><input type="checkbox"/> Prepare Samples</li> <li><input type="checkbox"/> 3 Interactions</li> <li><input type="checkbox"/> Can't Make It</li> </ul>
<p><b>Hosting</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Natural Solutions Class Outline ..... E13</li> <li><input type="checkbox"/> How To Teach a Natural Solutions Class..... E14</li> <li><input type="checkbox"/> How to Close a Class..... E18</li> <li><input type="checkbox"/> Book a Class from Classes... E19</li> </ul>	<p><b>Week 2</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Natural Solutions Class Kit</li> <li><input type="checkbox"/> Successful Hosting</li> <li><input type="checkbox"/> How to Introduce a Presenter</li> <li><input type="checkbox"/> How to Close</li> <li><input type="checkbox"/> How to Increase Enrollments</li> <li><input type="checkbox"/> 6 Things Never to Say at a Class</li> <li><input type="checkbox"/> How to Enter Enrollments</li> </ul>
<p><b>Follow-up</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Live Guide</i>.....†</li> <li><input type="checkbox"/> How to Do a Wellness Consult E20</li> <li><input type="checkbox"/> Loyalty Rewards Discovery .. E21</li> <li><input type="checkbox"/> Placement Basics ..... E22</li> <li><input type="checkbox"/> <i>Share Guide</i>.....†</li> </ul>	<p><b>Week 3</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Live Guide</li> <li><input type="checkbox"/> Being a Wellness Advocate</li> <li><input type="checkbox"/> Wellness Consult</li> <li><input type="checkbox"/> What is Loyalty Rewards?</li> <li><input type="checkbox"/> Placement Basics</li> <li><input type="checkbox"/> Share Guide</li> </ul>
<p><b>Build Right</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> How to Find Builders ..... E23</li> <li><input type="checkbox"/> How to Do a Success Consult .E24</li> <li><input type="checkbox"/> <i>Build Guide</i> .....†</li> </ul>	<p><b>Week 4</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Van Down by the River</li> <li><input type="checkbox"/> Build Guide</li> <li><input type="checkbox"/> Success Consult</li> <li><input type="checkbox"/> How to Find Builders</li> <li><input type="checkbox"/> Comp Plan 101</li> <li><input type="checkbox"/> Creating Residual Income</li> </ul>

\*Enroll in the Elite Challenge or learn at your own pace at [sharesuccess.com/elite](http://sharesuccess.com/elite)

†Not in this guide. Available for download or purchase at [sharesuccess.com/resources](http://sharesuccess.com/resources)

It's *Natural* to Share

## HOW DOES ELITE SUPPORT MY GOALS?



Once you have experienced the benefits of dōTERRA®, you'll naturally want to share them. By sharing dōTERRA with others, you can earn your monthly order for FREE, create residual income, and support your healthy lifestyle. Elite is a dōTERRA rank in which you and those you've shared with create a total monthly volume of 3000 PV (product value).

**Typical Elite monthly income = \$300\***

(Includes Fast Start Bonuses + \$50 Power of 3 + Unilevel)

### CORE ACTIONS TO ACHIEVE ELITE

- **Map your month** with the *Elite Planner*, and review with your Success Advocate.
- **Begin sharing** with and inviting key people from your names list in the *Build Guide*.
- **Execute** your *Elite Planner*, hosting classes & one-on-ones with support from your Success Advocate.
- **Follow-up** using the *Live, Share, & Build Guides*.
- **Uplevel** with daily personal development with *The Slight Edge* and *Go Pro*.

## ELITE *success* CHALLENGE OVERVIEW:



1. Prepare & Share



2. Hosting



3. Follow-Up



4. Build Right

Enroll or learn at your own pace at [sharesuccess.com/elite](https://sharesuccess.com/elite).



# elite PLANNER

**E**

**Elite**  
3K

Enroll 15+ people

**Elite Plan**

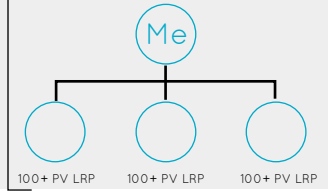
Host 3 classes or 15+ one-on-ones      Class Goal: 10+ Attendees  
5+ Enrollments  
1000 PV

Through your classes/one-on-ones/follow-ups,  
narrow your 50 contacts to enroll:

2+ Key Builders  
15+ Customers under your Key Builders

**Power of 3: \$50**

600 Team Volume  
(you & your front line)



♥ I share the dōTERRA natural solutions products & lifestyle because \_\_\_\_\_

▮ I am Elite on or before \_\_\_\_\_ *Date at end of month* and I feel \_\_\_\_\_ *Express emotion in advance for how your achievement will feel to fuel your success.*  
\_\_\_\_\_ reaching this goal.

## PLAN CLASSES

(plan additional as needed)

CLASS 1	DATE	CLASS 2	DATE	CLASS 3	DATE
TIME		TIME		TIME	
HOST		HOST		HOST	
PRESENTER		PRESENTER		PRESENTER	
LOCATION		LOCATION		LOCATION	
DESIRED SHARE PROGRAM PKG.		DESIRED SHARE PROGRAM PKG.		DESIRED SHARE PROGRAM PKG.	
Class Booked <input type="checkbox"/>		Class Booked <input type="checkbox"/>		Class Booked <input type="checkbox"/>	
Booking Incentive Given <input type="checkbox"/>		Booking Incentive Given <input type="checkbox"/>		Booking Incentive Given <input type="checkbox"/>	
Enrolled in Share Program <input type="checkbox"/>		Enrolled in Share Program <input type="checkbox"/>		Enrolled in Share Program <input type="checkbox"/>	
Upline or class DVD teaches, I share oil experience		Upline or class DVD teaches, I support		I teach, upline or class DVD supports	

## PLAN ONE-ON-ONES

### ONE-ON-ONES

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

### CELEBRATE ELITE

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

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

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

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

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



# elite MINDSET & SKILLSET

## MINDSET

*Belief* is the fuel for energized business and life. Your business will only grow as big as your belief.

Belief at the Elite level begins with belief in the product. **Your belief in the product allows you to share the value dōTERRA can bring to the lives of those with whom you share. Use the chart below to strengthen your belief and maximize your success.**



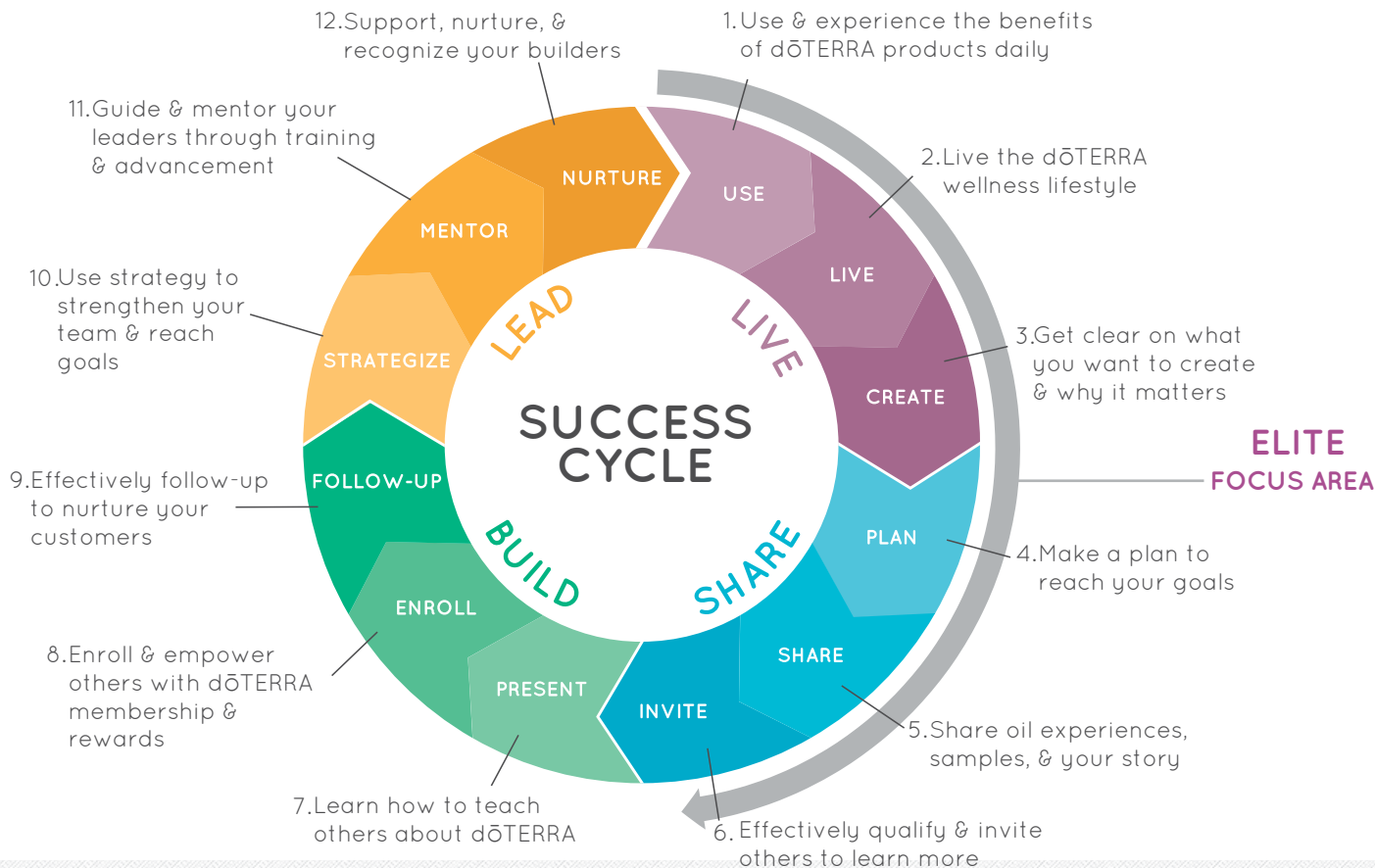
BELIEF LEVELS

## BUILD YOUR BELIEF

	Read	Do	Watch at <a href="http://sharesuccess.com/buildbelief">sharesuccess.com/buildbelief</a>
PRODUCT	<i>Live Guide</i> <i>dōTERRA Living Magazine</i> <i>doterrauniversity.com (Living)</i>	Use products daily Discover products for loved ones Attend additional classes Enroll in Live Challenge <a href="http://sharesuccess.com/live">sharesuccess.com/live</a>	Videos in <i>Product</i> <a href="http://youtube.com/doterracorp">youtube.com/doterracorp</a>

## SKILLSET

The Success Cycle illustrates the natural, organic growth process everyone goes through to experience success with using the product, sharing it with others, and even building a business. To achieve Elite, focus on developing skills marked within the gray arrow.



# SUCCESS *habits*

Success is not a destination, it's a habit. The Success Habits that build dōTERRA are simple and proven. Each habit will promote a continued flow of personal growth and meaningful connections. As you integrate the Success Habits into your life, you will experience the power of daily action compounded over time.

- DAILY:**
1. Use the product
  2. Personal development
  3. Connect or follow-up with 2+
    - Contacts (sharing, sampling, etc.)
    - Customers (wellness consults, host supports, etc.)
    - Builders (success consults, check-ins, etc.)

- WEEKLY:**
1. Present 1+ class or 5+ one-on-ones
  2. Engage in team call
  3. Check-in with your mentor
  4. Mentor key builders
  5. Train with your *Rank Guide*

- MONTHLY:**
1. Place 125+ PV LRP order
  2. Attend Monthly Training
  3. Use your *Rank Planner*

- ANNUALLY:**
1. Attend Convention
  2. Attend Leadership Retreat
  3. Attend Regional Events
  4. Enjoy Incentive Trip

***“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.”***

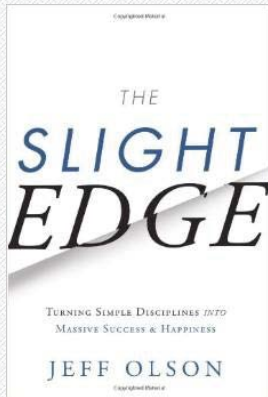
*- Jeff Olsen, The Slight Edge*



### Invest in personal breakthroughs to achieve rank breakthrough

Uplevel • Build Belief • Develop Character • Rise Through Upper Limits • Strengthen Mindset

Invest daily in personal development to experience big breakthroughs within yourself and in your business. Set time aside every day to challenge the limits that must be broken through to reach Elite. Read a few pages, or listen to the audiobooks on the go every day.



*"The greatest gift you could ever give yourself is also the wisest business investment you could ever make. What is this mysterious gift? It is your own personal development."* (The Slight Edge)

#### KEY POINTS

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

Complete by: \_\_\_\_/\_\_\_\_/\_\_\_\_

book

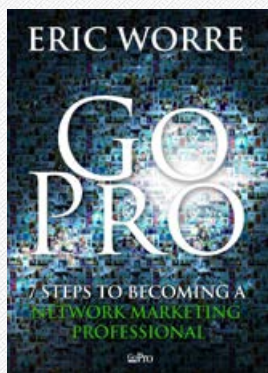
e-book

audio

Which format do you choose?

Top Take-Aways

Commitments to Implement



*"Our goal is education and understanding. It's not to win an argument. Our job is to help blind people see. When someone brings up a negative question or if they offer you an objection, all they are really doing is helping you to identify one of their blind spots."* (Go Pro)

#### KEY POINTS

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

Complete by: \_\_\_\_/\_\_\_\_/\_\_\_\_

book

e-book

audio

Which format do you choose?

Top Take-Aways

Commitments to Implement



# success CHECK-IN

Complete and send to your Mentor weekly or biweekly as needed.

ELITE

## 1. Celebrate & Validate

What wins and victories are you having? What's working great in growing your business?

## 2. Challenges & Upper Limits

What challenges and upper limits are you meeting? What could get in the way of your commitments? How will you stay on course?

## 3. Development

Which personal development tools are you benefiting from? How are you using them, and how frequently? What insights and breakthroughs are you having?

## 4. Accountability & Expectations

What commitments have you made to yourself and your team, and how have you followed through? What commitments can you make to move toward your goals?

### SUCCESS HABITS

#### Daily:

- Use the product
- Personal development
- Connect or follow-up with 2+

	PAST WEEK	TARGET
• Contacts		
• Customers		
• Builders		

#### Weekly:

- Present 1+ class or 5+ one-on-ones
- Engage in team call
- Check-in with your mentor
- Mentor key builders
- Train with your *Rank Guide*

#### Monthly:

- Use *Rank Planner*

#### Results:

	PAST WEEK	TARGET
• Enrollments		
• Wellness Consults		
• LRP Enrollments		
• Success Consults		



## TELL YOUR STORY

To share powerfully, spend time developing your story. Use the following to brainstorm and refine your story.

**Initial oil experience: What led you to bring dōTERRA into your life?** What was the pain, struggle, or skepticism that dōTERRA solved for you?

**Most memorable oil experiences: When have dōTERRA products made an impact in your life?** This can be your own experiences or even someone you know. While dramatic stories are fun, the most compelling stories are those that are relatable and applicable.

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

Evaluate these experiences and choose those that are the most powerful. Omit anything unnecessary. Share your refined experiences with five people. Share with your Success Advocate what you've learned about your WHY through this experience.



# INTRO GUIDE & SAMPLING

Give others a taste of the solutions and possibilities that dōTERRA offers them with the *Healthy Can Be Simple Intro Guide*. This simple but powerful tool is just right to share with an oil experience.

*tip*

You may want to set up a new sharer/builder for success by offering them enough sample bottles, invitations, and/or *Intro Guides*, to set their first classes up for success.



*Each friend represents a world in us, a world possibly not born until they arrive.*  
- Anais Nin



Give others an experience with dōTERRA oils by sharing a sample or two. Put 10-15 drops of an oil relevant to their needs in a sample bottle, and show them how to use it. Then schedule a follow-up. (Remember, just one or two samples can provide powerful exposure to the oils.)



Sampling oils is easy if you have them with you! Carry your eight favorite oils in a dōTERRA keychain, and let people try the ones they are most interested in. Replace as you share.



# CONTACT SCRIPTS

Use the following scripts to get conversations started and to support you in knowing the right thing to say at the right time.

## CONVERSATION STARTERS:

Ask about their family, occupation, recreation, or motivation.

Find something you have in common and start your conversation there:

- *Have you used essential oils? Yes? What have you used them for? No? Would you like to?*
- *Are you open to natural healthcare?*
- *A lot of people use prescription drugs with some nasty side effects, but some people have figured out a way to get their health back naturally (wait for a response).*
- *Have you considered building a home-based business?*

1. SHARE OIL EXPERIENCE

## SHARING SAMPLES:

If you know their health concern you might say: *I was thinking of you because I knew you/your family have experienced \_\_\_\_\_. Are you open to natural remedies? What kinds have you used? Have you heard of essential oils? They are the aromatic, healing part of plants that can give your body what does it needs to heal itself. I've been able to \_\_\_\_\_. (Share some personal experiences.) What are some health concerns you or your family have? How long have they been an issue for you? How has that been affecting you? Depending on their response, share an appropriate oil. Ask for permission to reconnect... Can I call you back in a few days to see how it's working for you? I'm excited for you to experience the power of essential oils and find natural solutions for \_\_\_\_\_.*

2. INVITE

## INVITE AT SAMPLE FOLLOW-UP:

*Hi, I just wanted to check in to see how the oils I shared are working for you. Have you used them yet? How are the oils helping you? What has been your experience thus far? What questions do you have? I'm hosting a class on how to use these solutions on \_\_\_\_ at \_\_\_\_\_. Would you like to come and learn more? I'll send you an invitation with the details. May I send you a reminder?*

## ONE-ON-ONE INVITE:

*Are you open to natural remedies? What kinds have you used? Have you ever heard of essential oils? I've been able to \_\_\_\_\_. (Share the benefits you've experienced by using the oils, share some personal experiences.) Would you like to learn how to replace yours too? When can we get together so I can share what I've learned with you? Does tomorrow or the next day work for you? Where would you like to meet? I look forward to seeing you again!*

3. REMIND

## CLASS/ONE-ON-ONE REMINDER CALL/TEXT:

*I'm excited to see you! I'm confident we can find powerful solutions for any health challenges you or your family may be facing (or be specific i.e. your son's digestive issue). You may want to bring a friend. See you \_\_\_\_\_ at \_\_\_\_\_. It's going to be great to get some real solutions for you.*  
day time

*You've got to ask. Asking is, in my opinion, the world's most powerful and neglected secret to success and happiness.*

- Percy Ross

**CASUAL ONE-ON-ONE INVITE:**

*I've been thinking about you, and I have something really special to share with you. When can we go to lunch?*

**PREQUALIFY:**

*What do you know about essential oils? How do you know so much? Have you used natural remedies? If yes, what kind(s)? Are you interested in learning more about natural solutions? Have you ever heard of essential oils? Have you experienced dōTERRA before? I've been learning about essential oils lately, and I'm hosting a hands-on class to learn about and experience them (when and where). Would you like to join me? Can I email you or is it best to text you the details? Great! This will be one of the best things you could ever do for your family! (Share a personal oil experience whenever appropriate.)*

*I love to share how to use essential oils as a natural solution for health challenges! Would you be willing to host a small class with four or five of your friends? I've got some great hostess gifts, and your friends will be grateful you introduced them.*

**INVITE TO WATCH VIDEO:**

We prequalify, because in doTERRA we honor when another Wellness Advocate is already nurturing the person we are talking to. If they have another account, we can still be colleagues in encouraging each other along the wellness or business path and we honor where they were originally enrolled.

*I think you would really enjoy this video \_\_\_\_\_ (send link). Will you watch it and let me know what you think? When is a good time for me to see what you think of it?*

**INVITE TO ENROLL:**

*Hi, \_\_\_\_\_. I hope you enjoyed the class last night. I'm so glad you were able to join us! What questions do you have? Which kit are you most interested in? Are you ready to enroll as a wholesale member? Would you like to do that online or over the phone with me now? Would you like to get the reference book and the Oil of the Month for free? (Discuss 125 PV LRP promotion and help them set up LRP order if they desire) With wholesale membership, you qualify to receive a free Wellness Consult where we address your specific health concerns and guide you more on how to use your kit. Would you like to take advantage of that to create a wellness plan for you and your family? I can do \_\_\_\_\_ or \_\_\_\_\_ @ \_\_\_\_\_, When is the best time for you?*

**48-HOUR CLASS FOLLOW-UP CALL:**

*I am so grateful you could come to my essential oil class the other night. I learned more about \_\_\_\_\_ (a health concern they were worried about.) How have you liked the oils you experienced? How did you like what you learned? What other questions do you have? How can I help you get started? It's so refreshing because dōTERRA meets every family's needs and every budget. What kit best meets your family's needs?*

**2-WEEK CLASS FOLLOW-UP CALL:**

*How have you liked the oils that you experienced? How did you like what you learned? What other questions do you have? How can I help you get started? It's so refreshing because dōTERRA meets every family's needs and every budget. What kit best meets your family's needs?*

**REMEMBER:**

- Use wellness language. Avoid claims or any use of words like cure, heal, injury, illness, ailment, medicine, disease, or specific disease names.
- Use words like help, support, and strengthen. Also refer to issues as occasional and focus on responding to product questions by relevant yet more general body system (e.g. digestive, respiratory, cardiovascular).
- If someone asks about a specific health concern, open up a resource guide with them or respond with *To support the body systems involved, you could use \_\_\_\_\_ or \_\_\_\_\_.*
- Invite oil or product shares by participants in classes or trainings.



# NATURAL SOLUTIONS CLASS OUTLINE

## PREPARE

1. Schedule class. Follow the *Share Guide* to set up your class for success. Share samples with & invite 15+ well-qualified attendees.
2. Watch DVD to select segments to show in your class (optional).
3. Give class handout and a pen/pencil to attendees to engage them throughout the class.



## PRESENT

1. Share why you love dōTERRA and wanted to host a class, along with a successful oil experience. Edify your presenter and turn the time over to them.
2. Page 1 (5-10 minutes max.):
  - Explain the return to natural solutions and the value of CPTG essential oils (highlights only - they can read the handout if they want detail. This is a great time to use the DVD).
  - Oil bottle photos are featured to remind you to start sharing these oils from the beginning (Wild Orange, Peppermint, etc.)
3. Page 2-3:
  - Engage & invite attendees to write down answers to all questions during the class. The more engaged they are, the more likely they are to be empowered and to enroll.
  - Explain what to write down with an example; pause for a few minutes while they write their responses. Ask people to share a few of their health concerns so that you know what oils to highlight.
  - Select a few oils to highlight from page 2 & 3 based on the needs of your audience. Continue to pass around oils throughout as needed.
  - Spend most of your time on page 3, guiding them to note any needed natural solutions at the bottom.



## ENROLL

1. Close using the price sheet, enrollment kit page and tear-away Wellness Advocate Agreement.
2. Offer enrollment incentives: 1) The *Live Guide* with a Wellness Consult, 2) Any additional company or other incentives.
3. Invite to receive free products by hosting a class, and/or to supplement/replace their income by partnering with you.
4. Assist attendees one-on-one to choose their kits, schedule Wellness Consults and classes, and answer any questions.



## FOLLOW-UP

1. Do a Wellness Consult; support their success by creating a 60-90 day wellness goal that can be reached using their dōTERRA natural solutions.
2. Ask with whom they want to share, and/or if they want to host a class or create an income with dōTERRA.



# HOW TO TEACH A NATURAL SOLUTIONS CLASS

Class time:  
60 Minutes

Use the following class script to get a sense of the flow of the class and how to talk about each section. This is intended for use in a small home setting.

## tips

- Do what you can to have well-qualified attendees at the event by following the 3 interactions found in the *Share Guide*.
- Keep your class fun, upbeat, and genuine.
- Stay within the 60 minute time-frame. Enrollment rates go down when you go over.
- Be yourself. Connect with the audience by sharing stories and experiences that bring the class materials to life.
- Do what duplicates. Follow the class handout.
- Keep it simple. You don't have to be an oils genius, just be authentic.
- Begin to close the moment you start the class.
- People buy your WHY.
- Write your intentions before the class:
  - Number of attendees (i.e. 8-10), number of enrollments (i.e. 6), average volume per enrollment (i.e. 250 PV average per enrollment), number of class bookings (i.e. 2), number of potential builders discovered (i.e. 2)

Black text = instructions and guidelines for host/presenter

Blue text = suggested word tracks and scripts

## Edification

Host - 2 minutes

Purpose: Facilitate trust between the audience and the presenter. Give the presenter credibility.

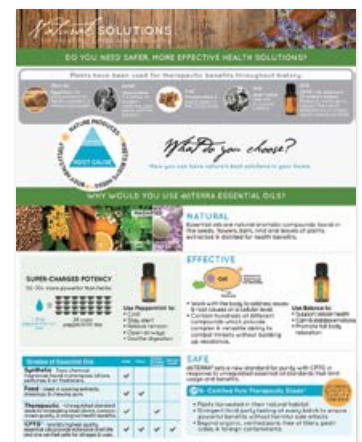
- Thank the audience and tell them why you're excited for them to be here.  
*Thank you to each of you for choosing to be here! I know you are all busy, and I'm confident you will be grateful you chose to take this time to learn with us.*
- Edify the presenter. Express your gratitude for the presenter being here. Share a few unique things about them, and tell the audience why they're worth listening to.  
*I am so grateful \_\_\_\_\_ could be here to share more about how we can benefit from using Natural Solutions.*

## Introduce Natural Solutions Handout

Host/Presenter - 2 minutes

Purpose: Set up the close by introducing the handout at the beginning.

- Follow the guidelines in *How to Close a Class* handout and video
- Help the audience realize that oils can be used for more than they may have anticipated.  
*These pages (pages 2-3) are your guides to understanding how oils can be used to enhance your health. You'll notice common uses are highlighted here and throughout the class we'll be talking about other uses. If you don't get the answers you're looking for, we can look them up in a reference guide.*
- Establish trust with your audience so they can see you are transparent and on their side.  
*This page (page 4) is your price sheet. I love that it's included here, because I can't stand it when I go to a class, and they won't tell me how much things cost until the very end! (Nod your head)*
- Only introduce pages 2-4. You'll go over the rest in detail at the end of the class.





## Tell Your Story

Presenter - 2 minutes

Purpose: Let your audience connect to your experience and how your needs were met.

- Edify the host. This is important, especially if he/she will lead the team.  
*I want to thank \_\_\_\_\_ for opening up this space for us to gather, learn, and be empowered.*
- Build trust with your audience. If they trust you, their mind is freed up for better, more powerful learning and retention. Start by sharing your intention, and your Why if appropriate.  
*My intention today is to educate and empower you. We're going to learn a lot of amazing things together. Then I'm going to show you how you can bring these oils into your home to change your life.*
- Share a bit about your personal life, what you've gained since finding dōTERRA, and where you are going with dōTERRA (see *Tell Your Story*.) This is where you can plant a business seed.

## Plants Have Been Used for Therapeutic Benefits through History

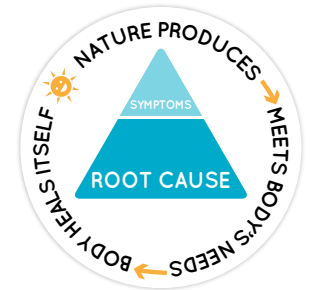
5 minutes

- Open with an engaging question to activate audience participation  
*How many of you need safer, more effective health solutions?* (Raise your hand to model the behavior.)
- Briefly highlight how plants have been used for health benefits throughout history.



- Demonstrate how to inhale Wild Orange oil in your cupped hands, and pass the oil around (always demonstrate first.)
- Focus on the Root Cause-Symptoms pyramid. Explain the difference between managing symptoms versus addressing root causes.

*You can see here that nature allows us to address root causes, rather than just managing symptoms. Nature produces the tool, it meets the body's needs, and the body heals itself. And now we have a choice. If we choose to focus on root causes, we have access to the best nature offers us, and we can have it right in our own homes.*



## Why Would You Use dōTERRA Essential Oils?

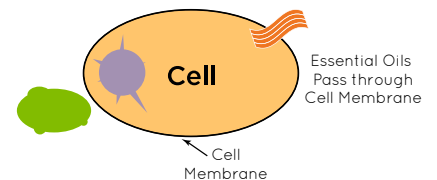
2 minutes

- Share exactly what essential oils are and how potent they can be (refer to the peppermint highlights).  
*We prefer essential oils because they are 50-70 times more powerful than herbs.*



- Demonstrate how you like to enjoy peppermint oil, and pass it around.
- Share how effective oils are.

*If you look at the illustration of the cell here, you can see that essential oils are able to pass through the cell membrane, and address threats inside and outside of the cell. They're also very complex, which allows each oil to be extremely versatile and effective.*



- Demonstrate how to use Balance oil on your temples or the back of your neck.

*Who here has stress?* (Raise your hand and let the audience laugh.) *Balance is one of my go-to oils for keeping myself grounded and focused.*

- Explain the significance of having CPTG oils over their less-effective counterparts.  
*dōTERRA's new standard for purity and efficacy are why we feel safe turning to them for our family's health needs. We know they are safe to use in our family because of the promises the CPTG standard represents.*

**CPTG- Certified Pure Therapeutic Grade®**

- Plants harvested in their natural habitat
- Stringent third party testing of every batch to ensure powerful benefits without harmful side-effects
- Beyond organic, verified pure, free of fillers, pesticides, & foreign contaminants

dōTERRA's  
QUALITY &  
PURITY  
Standard

## Restore

2 minutes

- Give the audience a couple minutes to write down their top three health concerns. Make sure everybody has a pen, and let them write without interruption. Writing down their concerns and what the cost is creates a psychological commitment to change by acknowledging how they're really being affected by their health concerns.  
*You can also write any concerns for loved ones. We'll refer back to these health concerns during the class as you discover solutions that can assist you with what you've identified, and we'll go over how essential oils can support your body so it can heal itself.*

## Prepare

4 minutes

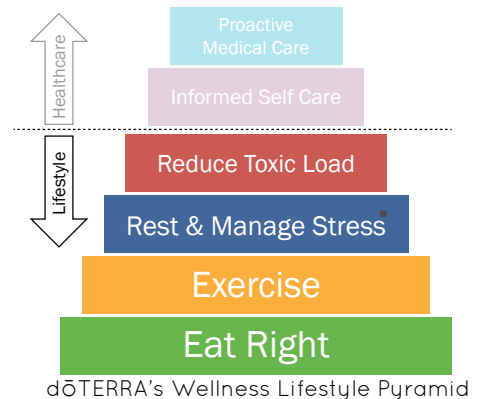
- Give the audience time to write down what they'd like to be more prepared for.  
*Consider everyday things that happen at home. In my home we like to be prepared for... What would you like to be more prepared for?*
- Highlight the Natural Solutions Kit. *This picture shows the Natural Solutions Kit. This is similar to how my bathroom cabinet is looking nowadays, because we have learned which solutions address the things that come up in our family.*
- Show keychain. *This is one of my favorite ways to be prepared. You can store your eight favorite oils in these little bottles and have them with you whenever you need them.* Pass keychain around.



## Prevent

8 minutes

- Highlight the Wellness Pyramid.  
*Most people start at the top tiers of Informed Self Care and Proactive Medical Care when addressing wellness. We know that health is really created at these lower levels with Eating Right, Exercising, Resting & Managing Stress, and Reducing our Toxic Load.*
- Share how great supplementation contributes to the foundation of Eating Right.
- Highlight how the Daily Health Habits have improved your wellness experience, and how it's helped you prevent unwanted issues.
- Give some examples of what you'd like to prevent (i.e. my mom struggle with \_\_\_\_\_ and I want to prevent that.) *What do you want to prevent?*



## How Can You Use dōTERRA to Restore, Prepare, & Prevent?

20 minutes

- Spend the bulk of your time here, allowing your audience to have hands-on experience with the oils. *Take note, at the bottom of this page, of the oils that will meet your needs for Restoring, Preparing, and Preventing.*



- Be sure to demonstrate how to use an oil aromatically (point out your diffuser running in the room), topically (explain how applying to the feet give you quick access to the whole body), and internally (share which oils you use internally, why, and when.)
- Point out the tips for safe and effective oil usage.



**Class Close**

10 minutes

Follow the guidelines in the “How to Close a Class” handout and video for additional guidance.



- Explain the concept of a wholesale membership in a club like Costco or Sam’s Club.
- Share the significant savings the enrollment kits provide and how they help people be better prepared by having the most important oils already on hand.

*The Natural Solutions kit is our most popular kit. It includes all the products from your class handout.* Highlight benefits of NS kit:

- *Save \$113.25 off wholesale*
- *Receive product credits with qualifying LRP*
- *Be grandfathered in at 15% in rebates with the following month’s order*

- Share the huge value of Loyalty Rewards, how you enjoy the savings and the perks in your family, how you are able to opt in or out, and how it supports your continued wellness lifestyle.

- Remind the audience of any specials or enrollment offers. Show them the *Live Guide* they receive with enrollment, and explain the value of the Wellness Consult they receive when their oils arrive at their home. Schedule Wellness Consults with those who enroll.



- Highlight the *Share* and *Build Guides*.  
*I’d also like to tell you how you can benefit from sharing these oils or building a business like we do, if you like.*
- Invite guests to host a class in exchange for a free gift that night and/or a product package through doTERRA’s Share Program. Also let them know that there’s an income opportunity for those interested in learning to do what you do on a small or larger scale, and invite them to speak to you afterward

- So here’s where you invite audience members to enroll. Confidently assume the sale.  
*For those of you who know which kit meets your family’s needs best, just start filling out the highlighted sections on the Wellness Advocate Agreement. If you have questions, we’ll come around and help you identify which products and kit might best meet your needs.*

- Existing Wellness Advocates should attend to the guests still deciding what they want to do.  
*I’m happy to help. Let’s refer back to your top health concerns.*
- Match their health concerns to appropriate oils and products using an essential oil reference book or app, and show them which kit would provide the best value for their needs. When you have done this, stop talking, and let them decide what to do.

\*Also see How to Book a Class from Classes

# HOW TO *close* A CLASS

## Achieve a higher close rate • Meet people's needs • Grow your team

The power behind an effective class-close makes the difference for a higher enrollment rate and the number of lives changed by natural solutions. Learn a closing technique that uses proven psychology and order to achieve greater results at your classes. Note the recommended order and word tracks below to set both you and your attendees up for success in helping them bring oils into their lives.

### INTRO BEFORE CLASS



"This handout is your take-home reference. We'll be sharing a lot of valuable information about natural solutions, and you'll be able to turn back to this for good reminders."

"The next pages (pg. 2-3) are your basic guides for common health concerns. You can see that things like respiratory issues, head and muscle tension, and other common issues are addressed here. If you have concerns that aren't listed here, you can book it up like this...in an oil reference guide."



"This page (pg. 4) is your pricing sheet. We love that it's in this handout because we can't stand it when you go to a class like this and they won't tell you how much things cost until the very end."

"When I attend a class like this, I like to keep track of things that are relevant to what I and my family experience with our health. Use this as a wish list, marking the oils that your family needs."

### CLOSE AT END OF CLASS

"The most popular way to get oils is with an enrollment kit, because they save you the most money. The enrollment kits waive the \$35 membership fee, and the oils are discounted because they're in a bundled package."



"We love the Natural Solutions kit because it gives you everything you need to begin living a natural solutions lifestyle. You get the most important oils to have for life's little emergencies, the amazing supplements we talked about, and it's discounted so that you get the diffuser for free. You also get 100 free points to redeem for product when you place a 100 PV order the following month."



"The most popular way to buy dōTERRA products is the Loyalty Rewards Program. Most of us are used to rebates or rewards for our frequent purchases. dōTERRA has a rewards program that is very generous, and gives you up to 30% back."



"If you already know which kit meets your needs best, start filling in the shaded areas on the *Wellness Advocate Agreement*. If you have questions or need help choosing the kit that's best for you, we're here to help you match your health needs (to the right oils and to the right kit)."



# HOW TO BOOK CLASSES FROM CLASSES

*Get the ball rolling* by booking classes from classes! One of the most simple ways to continue growing your network with great contacts is to invite class attendees to host a class of their own.

## WHAT YOU'LL NEED:



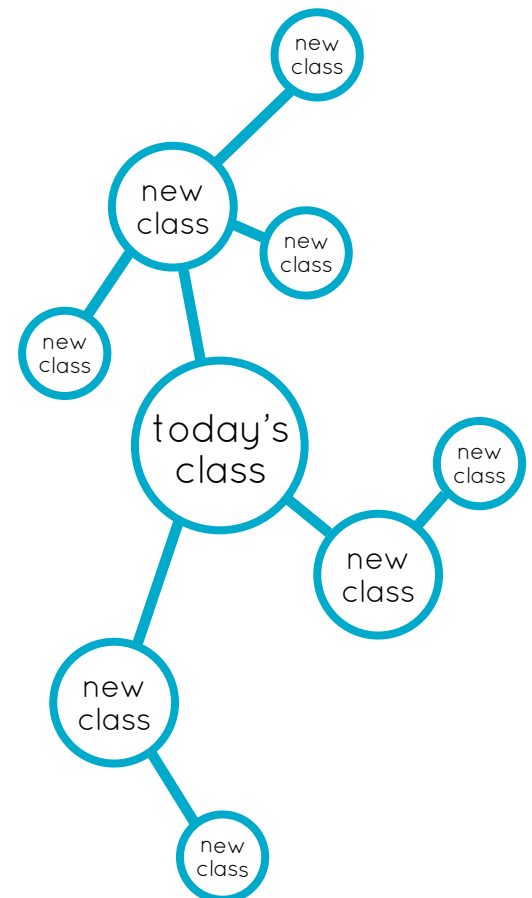
- **An intention:** Always write your intentions for a class down on paper beforehand. In this case, include how many classes you'd like to book from the class you're teaching (if you can book two classes from each class, you'll never run out of people to teach!)

Remember that individuals who enroll in the Share Program can earn a free gift from dōTERRA in addition to the hostess/host gift you provide.

- **Blank Calendar Page:** Print a blank month-view of a calendar. Circle four dates you'll be available to teach classes.
- **Host Gift:** Bring a simple, affordable host gift. Consider a dōTERRA on-the-go keychain.

## THE PROCESS:

- **Bring the class host to the front.** *"I want to thank \_\_\_\_\_ for making this space for us to learn and have this experience together. To show my appreciation, he/she will be getting a (host gift) as a gift."*  
Host
- **Book new classes:** *"I know when most people come to classes like this, they think of other people who need these natural solutions just as much as we do. I want to give you an opportunity to receive a free host gift for hosting a class like this one this month. I'm sending around a calendar that has four dates I'm available to come and teach a class. Anyone who books a class tonight can come get a prize from my bag or fill their keychains with oils, then the night of the class, if you have five friends attend, you'll receive a gift like the one \_\_\_\_\_ just got."*  
Host





# HOW TO DO A WELLNESS CONSULT

Support new Wellness Advocates in achieving powerful results with dōTERRA by providing a Wellness Consult within a few days of when they receive their oils. Typically done by the enroller in person or over the phone, a Wellness Consult usually lasts 30-60 min. A personalized Wellness Consult is a valuable time to connect with them, understand what they're experiencing, and connect them to personalized solutions. Start out asking them about how they are liking their oils and what they've used them for so far. You can thumb through the *Live Guide* to introduce them to more solutions and answer any other usage questions. Once you get to the *Wellness Consult* form, your role is to ask each question and listen, guiding the process as they choose which solutions they want to incorporate.

Use the common solution as a guide for these frequent areas of interest.

**Wellness CONSULT**

**1 What are you experiencing now?**  
**Common Health Concerns & Natural Solutions**

<input type="checkbox"/> <b>Weight:</b>	Daily Nutrient Pack	Mito2Max	Slim & Sassy <sup>®</sup>	Trim Shake	TerraZyme <sup>®</sup>
<input type="checkbox"/> <b>Energy/Fatigue:</b>	Daily Nutrient Pack	Mito2Max	Peppermint	Mito2Max	Wild Orange
<input type="checkbox"/> <b>Digestion:</b>	Daily Nutrient Pack	Deep Blue Complex	DigestZen <sup>®</sup>	TerraZyme <sup>®</sup>	30 Day Cleanse
<input type="checkbox"/> <b>Stress/Anxious Feelings:</b>	Daily Nutrient Pack	Deep Blue Complex	Melissa	Frankincense	Mood oils
<input type="checkbox"/> <b>Hormone Balance:</b>	Daily Nutrient Pack	30 Day Cleanse	ClaryCalm <sup>™</sup>	Whisper	Phytoestrogen
<input type="checkbox"/> <b>Sleep:</b>	Daily Nutrient Pack	Balance	Lavender	Serenity	Veliver
<input type="checkbox"/> <b>Occasional Discomfort:</b>	Daily Nutrient Pack	AromaTouch <sup>®</sup>	Lemongrass	Deep Blue <sup>®</sup> Rub	

Your top health concerns: \_\_\_\_\_ How long has this been an issue? \_\_\_\_\_ How much is this costing you? \_\_\_\_\_

**2 What do you want to experience more of in your health?** \_\_\_\_\_

**3 What lifestyle choices & natural solutions will best support you?**  
 Check the lifestyle areas you would like to improve and circle the changes you want to make.

**Reduce Tox Load** Use Natural Body Care | Use Natural Cleaners | Replace Other Synthetic Supports with Natural Alternatives

**Rest & Manage Stress** Get More/Better Sleep | Self-Care (massage, meditation, yoga, etc.) | Other \_\_\_\_\_

**Exercise** Exercise More | Participate in a Sport or Exercise Class | Other \_\_\_\_\_

**Eat Right** Eat More Live & Whole Foods | Drink More Water | Increase Nutrients With Supplements | Eat Less \_\_\_\_\_

Find natural solutions for your health concerns (above & on back, as well as in app, book, or online).  
 Integrate these natural solutions and your chosen lifestyle changes into your wellness plan below.

	MORNING	AFTERNOON	EVENING
<b>DAILY WELLNESS PLAN</b>			
<b>Daily Health Basics</b>	<input type="checkbox"/> Balance <input type="checkbox"/> Daily Nutrient or LLV Pack <input type="checkbox"/> TerraZyme <sup>®</sup> <input type="checkbox"/> On Guard <sup>®</sup> <input type="checkbox"/> Lemon or other Citrus Oil	<input type="checkbox"/> TerraZyme <sup>®</sup>	<input type="checkbox"/> Balance <input type="checkbox"/> Daily Nutrient or LLV Pack <input type="checkbox"/> TerraZyme <sup>®</sup> <input type="checkbox"/> Serenity or other Calming Oil
<b>30 Day Cleanse</b> Add to the daily recommended products periodically as needed	Slim & Sassy <sup>®</sup> Softgels (2+) Zenoctrine Complex <sup>®</sup> Softgels (1) GX Assist <sup>®</sup> (Days 11-20) PB Assist <sup>®</sup> (Days 21-30)	Slim & Sassy <sup>®</sup> Softgels (2+) GX Assist <sup>®</sup> (Days 11-20) PB Assist <sup>®</sup> (Days 21-30)	Slim & Sassy <sup>®</sup> Softgels (2+) Zenoctrine Complex <sup>®</sup> Softgels (1) GX Assist <sup>®</sup> (Day 11-20) PB Assist <sup>®</sup> (Day 21-30)

**4 Which natural solutions do you need?**  
 Create a 90 day wellness plan by adding the items you need (above) to your LRP orders (recommended on the 5th-15th).

MONTH 1 LRP	MONTH 2 LRP	MONTH 3 LRP
Date: _____	Date: _____	Date: _____
_____	_____	_____
_____	_____	_____
TOTAL PV _____	TOTAL PV _____	TOTAL PV _____

Reach your wellness goals!

● = with Meal  
● = Topical

Help them identify their top health concerns. By considering how much it's costing them, and for how long they have had these health concerns, they can feel more prepared to take action to improve their situation.

Attention to each level of the Wellness Pyramid lifestyle creates overall and long-term well being. Share how dōTERRA provides support to each level of the Wellness Pyramid.

Creating a daily wellness plan will help them experience the most noticeable results. If helpful, share your own regimen, and how consistent use has enhanced your journey.

Take note of the daily health basics that easily fit into just about every person's wellness lifestyle.

Open up an essential oil resource guide together and empower them to know where to go for answers. Help them discover which oils and supplements best match their needs. Don't try to be the expert.

Take your own notes so that you can better assist them in the future. You can also note on a *Customer Tracker*.

Creating a 90-day wellness plan is one of the most important aspects of the Wellness Consult. It sets the new Wellness Advocate up for profound experiences. It increases people who enjoy LRP, which is fundamental for your business. Most importantly, it helps the new Wellness Advocate see more of what they're looking for in their wellness. Follow up later with their goals and 90-day wellness plan.



# LOYALTY REWARDS DISCOVERY

*Nature was man's first medicine.  
Everything we need can be found there.*  
- Emily Wright

**As you've discovered how your belief in the product magnifies the warmth with which people receive it, consider this: Loyalty Rewards is also one of doTERRA's valuable products.**

- Loyalty Rewards is a worthwhile program with valuable offerings.  
low (1) (2) (3) (4) (5) (6) (7) (8) (9) (10) high
- People are excited to get their oils at the best price, and they enjoy the rewards and benefits Loyalty Rewards provides.  
low (1) (2) (3) (4) (5) (6) (7) (8) (9) (10) high
- People value the autoship feature of Loyalty Rewards.  
low (1) (2) (3) (4) (5) (6) (7) (8) (9) (10) high
- People are eager to utilize Loyalty Rewards as a tool to fuel their continued progress in living a natural solutions lifestyle.  
low (1) (2) (3) (4) (5) (6) (7) (8) (9) (10) high
- Business builders will be confident and comfortable placing a 125+ PV Loyalty Rewards order before the 15th as a small investment in their wellness and business.  
low (1) (2) (3) (4) (5) (6) (7) (8) (9) (10) high
- I personally value Loyalty Rewards as an investment in my wellness and in my business.  
low (1) (2) (3) (4) (5) (6) (7) (8) (9) (10) high

Take note of the scores you marked above. If you lack belief in Loyalty Rewards, others will perceive that lack of value and will struggle to value it as well. If you find tremendous value in it, others will be open to finding out what you love so much about it. Strengthen your belief in the Loyalty Rewards Program by talking to your Success Advocate about the benefits and value they've experienced with it. The program brings incredible stability and residual income to your business.

## What value do I receive from Loyalty Rewards?

## How can I share this value with others?

## What Is Enroller & Sponsor?

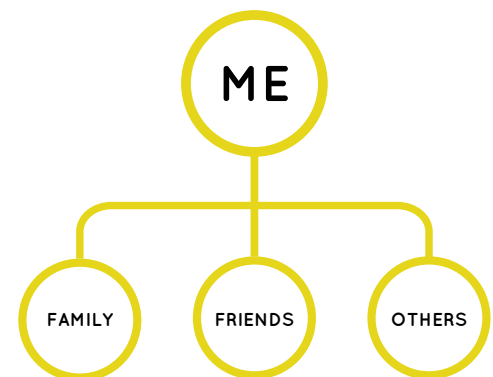
### Enroller

- 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 the Fast Start Bonus.
- 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 (or their direct upline).
- Sponsor benefits from the Power of 3 bonus and the unilevel.
- Depending on the arrangement made, the sponsor can help with the Wellness Consult and other follow-up needs.

One Possible Placement Strategy



## How Do I Know Where to Place Someone?

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

- Where will they grow the best?
- Where will they get the best support (consider relationships and location)?
- Where can I place them to support their growth and my rank?

### Placement Tips

- Only place new enrollees under builders and leaders. Keep enrollership until it makes sense to transfer to sponsor for rank advancement.
- If you don't have builders yet, consider asking a family member to enroll temporarily as a placeholder, and put your enrollees under them until you find a builder to take their place.
- Keep strong builders close to your front line 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.
- Typically, match the efforts of your builders by not doing more than they do to build their team.



## HOW TO FIND *builders*

*Becoming a builder* is a self-selection process. You want to have many builders and sharers on your team who are committed, engaged, and happy to be part of a wonderful cause. The process of engaging builders will unfold through experience. Start by identifying potential builders from three basic types of people:

### People who share a similar vision

Who has a vision similar to yours? Who wants to make a difference in the world? Who would value empowering themselves and others with wellness, financial freedom, and time freedom?

### People who have an established, niched network

Who do you know who has great credibility and influence with their existing network?

Think of yoga instructors, chiropractors, wellness professionals, personal trainers, social figures, socially active parents, business networkers, and other people of influence.

### People who have a skill set you would value on your team

What skills would you like on your team? (recruiting, sales, marketing, social media, parenting experience, etc.)

Who has that skill and would be successful using it in dōTERRA?

As you show up as a committed builder, you will find prospective builders all around you. As you identify good builder prospects, engage them as you do when you share oils. Think of what matters to them (i.e. money, recognition, making a difference) and approach them accordingly. Keep track of your interactions on the *Share Guide* or *Class Planner*. For especially effective ways to engage, use the scripts and processes found in *Go Pro*.

# HOW TO DO A *Success* CONSULT

The Success Consult is designed to help new builders gain proper footing for their journey in dōTERRA. Having a clear understanding of what it takes to succeed is the best beginning you can offer those who wish to create with you.



- **Harness the Energy** Do a *Success Consult* within a couple days of when someone decides to build. Help them convert their excitement and energy into more energy and, ultimately, results.
- **Let Them Give the Answers** Let them write their answers on the lines below each question.
- **Set Clear Expectations** The *Success Consult* lets them see what actually creates success. Use the questions in this section to set clear expectations so that your new builder understands where they will find their success and how they will need to show up.

- **Specify Simple Habits** Show the simple daily, weekly, and monthly habits that produce the best results in building dōTERRA.
- **Set the Stage** Specify what you will bring to the table as the Success Advocate.
- **Ask for a Return Commitment** Allow the new builder to show up with their own talents and efforts. Always let their involvement be based on self-selection.



- **Get Going with the Power Tip** Support them in getting their first enrollment early by helping them do 3-way calls or in-person meetings with people who trust them and have an urgent desire to improve their health.
- **Complete First Steps** The first steps here are preparatory for building. They ensure the essentials are in place as the builder gets going.
- **Take Effective Action** Now that the builder has clear expectations, has committed to success in their own meaningful way, and has prepared to take flight, let them plug into the *Elite Guide* for the most important business building activities they should focus on.

The *Success Consult* is all about celebrating your new builder's commitment, getting clear on what will actually create success, and launching them into the activities that will really build their business.