

Expanding to Gold is about believing in your builders. This is the rank where inspiring your builders to become stewards over their own teams becomes fundamental to success. Begin this rank by reflecting on the strengths, gifts, and valuable qualities of your builders. Show your belief in your builders as they learn to believe in themselves.



+ action

## HOW TO ACHIEVE GOLD:

- SHARE OILS
- ENROLL CUSTOMERS & BUILDERS  
4+ customers and  
1+ builder a month
- LAUNCH BUILDERS  
As you support your builders  
in this same process.

### PREPARE

#### Prepare for Rank Advancement

- I placed a 150PV LRP order
- I completed my Gold Planner
- I reviewed my builders' planners
- I completed my Power of 3 Planner
- I time block my days & weeks
- I attend team & company events

#### Strategize with Your Mentor

- I completed Power Mentoring
- I do a weekly Success Check-in with my mentor
- I have an accountability partner

#### Recognize & Incentivize

- I invest for success
- I have a recognition plan
- I strategically incentivize

### INVITE

#### Connect with Prospects

- I expand my prospects
- I know my target market
- I connect with my target market

#### Invite Powerfully

- I invite with certainty

### PRESENT

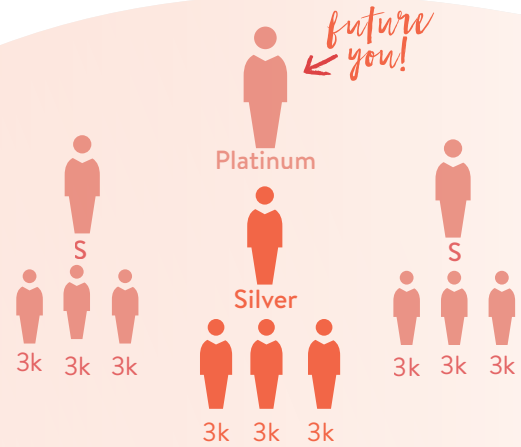
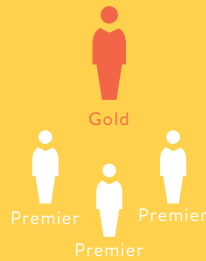
#### Present Weekly

- I present 1+ class or 5+ one-on-ones weekly
- I present with certainty
- I do enough presentations with my builders to support my rank goal

= results

- CHANGE LIVES
- GROW YOURSELF
- CREATE RESIDUAL INCOME

- Target income \$4,750/month
- Solidify \$1500 Power of 3 Bonus



**FUTURE PLATINUM INCOME = \$8,100/MO.**

Keep your sights on your 2-5 year plan, and inspire your team to also commit to the long-term. Massive success in network marketing is the result of inspiring a large number of people to do a small number of simple things repeatedly.

## ENROLL

### Enroll Customers & Builders

- I enroll with certainty
- I inspire and commit sharers and builders

### Develop Team Leadership

- I engage new partners in my business
- I strategize with my mentor to place new enrollments

### Follow Up

- I typically follow-up within 48 hours
- I do Lifestyle Overviews with new enrollees

## SUPPORT

### Support Key Builders

- I do weekly Success Check-ins and/or group mentor calls with key builders
- I do monthly Power Mentoring with key builders
- I host monthly Launch Trainings
- I identify true leaders
- I can grow with all types of builders

### Nurture Strong Customer Culture

- I customize my support to my team

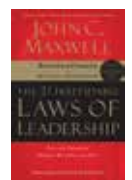
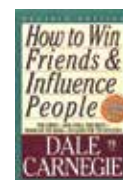
## PREPARE YOU

### Develop Mindset

- I've cleared the path ahead
- I know my role as CEO
- I am learning to lead
- I read, watch, or listen to:



(Audio only)



I am GOLD! Celebrate!

the last day of month

**And I feel**

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

**G**

Gold

**P**

**P**

**P**

Premier Premier Premier

### GOLD PLAN

Support 3 Key Builders through the Premier Guide

♥ Why I share dōTERRA natural solutions products & lifestyle: \_\_\_\_\_

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

#### BUILDER 1

GOAL: PREMIER +

- Reviewed their Premier (or higher rank) Planner
- They have begun launching 2+ builders

**BUILDER 1 TO EXECUTIVE** 2,000  
Write all currently scheduled LRP volume. -

**NEEDED VOLUME**  
Subtract scheduled volume from 2,000. =

**NEEDED CLASSES/ ONE-ON-ONES**  
Divide needed volume by average class volume (1000).  $\div$  Average Class Volume  $\gg$

**BUILDER 2 TO EXECUTIVE** 2,000  
Write all currently scheduled LRP volume. -

**NEEDED VOLUME**  
Subtract scheduled volume from 3,000. =

**NEEDED CLASSES/ ONE-ON-ONES**  
Divide needed volume by average class volume (1000).  $\div$  Average Class Volume  $\gg$

Plan for additional volume (to total 5,000+)

#### BUILDER 2

GOAL: PREMIER +

- Reviewed their Premier (or higher rank) Planner
- They have begun launching 2+ builders

**BUILDER 1 TO EXECUTIVE** 2,000  
Write all currently scheduled LRP volume. -

**NEEDED VOLUME**  
Subtract scheduled volume from 2,000. =

**NEEDED CLASSES/ ONE-ON-ONES**  
Divide needed volume by average class volume (1000).  $\div$  Average Class Volume  $\gg$

**BUILDER 2 TO EXECUTIVE** 2,000  
Write all currently scheduled LRP volume. -

**NEEDED VOLUME**  
Subtract scheduled volume from 3,000. =

**NEEDED CLASSES/ ONE-ON-ONES**  
Divide needed volume by average class volume (1000).  $\div$  Average Class Volume  $\gg$

Plan for additional volume (to total 5,000+)

#### BUILDER 3

GOAL: PREMIER +

- Reviewed their Premier (or higher rank) Planner
- They have begun launching 2+ builders

**BUILDER 1 TO EXECUTIVE** 2,000  
Write all currently scheduled LRP volume. -

**NEEDED VOLUME**  
Subtract scheduled volume from 2,000. =

**NEEDED CLASSES/ ONE-ON-ONES**  
Divide needed volume by average class volume (1000).  $\div$  Average Class Volume  $\gg$

**BUILDER 2 TO EXECUTIVE** 2,000  
Write all currently scheduled LRP volume. -

**NEEDED VOLUME**  
Subtract scheduled volume from 3,000. =

**NEEDED CLASSES/ ONE-ON-ONES**  
Divide needed volume by average class volume (1000).  $\div$  Average Class Volume  $\gg$

Plan for additional volume (to total 5,000+)

#### Important Monthly Planning Dates

- 1st:** Recognize Success
- 5th:** Map out rank and Power of 3
- 14th:** Check rank and Power of 3
- 27th:** Finalize rank and Power of 3

#### Class Incentives

Enrollments:

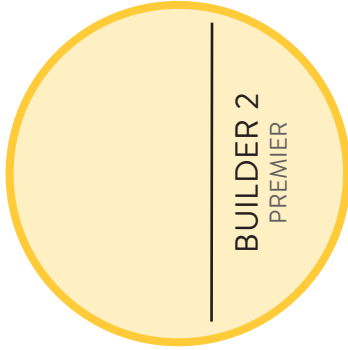
Book a class:

#### Rank/Bonus Incentives

Launch – Elite:

Premier:

Power of 3:



Their strengths/WHY

Their builders

Their strengths/WHY

Their builders

Their strengths/WHY

Their builders