

building  
**dōTERRA**<sup>®</sup>  
naturally









## WHY BUILD A dōTERRA® BUSINESS?

Once you have experienced the joy of empowering others through dōTERRA essential oils, starting your own dōTERRA business is the natural next step. Embarking on this business venture will open you to greater financial opportunity and help you achieve your own personal goals for success.

Through the dōTERRA business opportunity, business builders have the freedom to cater their dōTERRA business plan to fit their lifestyle needs. With a dōTERRA business, you can reach new financial goals, spend more time with your loved ones, include your family in your business, work from home, and develop leadership skills—all while elevating others with a product you believe in.\*

See what some of our business builders are saying about their dōTERRA business experience:

*"Because I love the product, it's so natural to ask someone else who loves it if they can see themselves sharing. This business just flows when it becomes who you are."*

**GINNA CROSS**

*"Something we love about dōTERRA is being able to see people grow and improve their health and finances. It's like that excitement you feel when you watch your kids open their presents on Christmas morning."*

**RUSS BROWN**

*"I want every mom across the globe to know about the empowerment that comes with having something to do from the comfort of your own home."*

**JESSICA ROBERTS**



\*Results not typical. Average earnings are less. See the dōTERRA Opportunity and Earnings Disclosure Summary on [doterra.com/us/en](https://doterra.com/us/en).





## SETTING GOALS FOR SUCCESS

When you decide that the dōTERRA® business opportunity is the right fit for you, the next step is to set reachable goals. Setting goals provides you with long-term vision and short-term motivation. It helps you see beyond today's work and reminds you of the big picture.

Take time to answer these three simple questions to make sure your goals are reachable and motivating.

### WHAT?

**What is your goal?** When you make a specific goal, it will be easier to get where you want to go because you know where you want to end up.

### WHY?

**Why do you want to achieve this goal?** Knowing your "why" will empower you to action, pull you through moments of difficulty, and inspire personal growth.

### HOW?

**How will you achieve your goal?** Creating a plan for how you will accomplish your goal will remind you of your purpose and give you a step-by-step process on how to get there.

Post your goals in a visible place to remind yourself each day of what it is you intend to do. Put them on your computer monitor, bathroom mirror, or refrigerator as a reminder that this is a business and what you put in is what you'll get out.

#### EXAMPLE:

**WHAT:** Diamond Rank

**WHY:** To achieve financial freedom and work at home to be by my children

**HOW:** Make two new contacts and two follow-ups a day







## GETTING CONNECTED

The easiest way to start your journey as a business builder and leader is to get connected with the dōTERRA® contact that enrolled you. Enrollers can help introduce you to your upline. They can be effective tools in preparing you to successfully build your business and achieve your goals. You can also learn business building strategies by visiting the business blog on [doterra.com](https://www.doterra.com).



## HOW TO BUILD YOUR TEAM

Once you have become situated with your upline, you are ready to start building. One of the most important parts of building a dōTERRA® business is structuring new Wellness Advocates within your team. When placing new Wellness Advocates, identify the activities they are or would like to be engaged in and place accordingly.

### USER

- Loves dōTERRA and wants to be a Wellness Advocate for themselves and their household.
- Interested in learning more about the role essential oils play in health and wellness.
- Willing to refer family and friends who show interest to a dōTERRA leader for information.

### SHARER

- Loves dōTERRA products and wants to casually share essential oils with others.
- Interested in earning enough in bonuses to pay for their monthly Loyalty Rewards order.
- Willing to host or invite individuals to an event taught by a dōTERRA leader.

### BUILDER

- Interested in replacing income through building a home-based dōTERRA business.
- Initiates and teaches classes to introduce others to essential oils and the opportunity.
- Actively learns and uses the knowledge they've gained to support team members.

Builders should be placed on your first and second levels, meaning they are your frontline and will actively help you grow your business. Sharers should be placed on your second and third levels under Builders. Users should be placed on your third level under Sharers or where volume is needed. Often, Wellness Advocates who begin as Users quickly move into the role of a Sharer or Builder after experiencing the benefits of essential oils. Communicate regularly with your team to ensure they are receiving the correct support.

A Wellness Advocate has 14 calendar days after a new Wellness Advocate enrolls to move them within their organization.











## WHY dōTERRA® IS DIFFERENT

When it comes to the dōTERRA compensation plan, there are many factors that set this plan apart from other companies' plans. Using a strategic structure, dōTERRA strives to offer a compensation plan that promotes high retention rates, provides residual income, and fosters team unity rather than unhealthy competition.

### RETENTION

One thing that helps dōTERRA stand apart from other companies is a solid product that people want and need. With the backing of an incredible product, dōTERRA retention rates are much higher than average rates.

dōTERRA retention: 70+ percent

Average industry retention: 10–20 percent

### RESIDUAL INCOME

Unlike many other plans, the dōTERRA compensation plan is designed to help you build a

business, building your income as you go. Rather than offering quick money or big checks in the beginning, the dōTERRA plan is structured to help participants eventually achieve residual income. As with any successful business, the money will build over time with hard work.

### TEAM CULTURE

The dōTERRA compensation plan encourages Wellness Advocates to work with their team members rather than compete against them. With the dōTERRA plan, as your team members succeed, you succeed. This fosters a culture of team unity and harmony because unlike other plans, if someone on your team is successful, it doesn't mean you are missing out on money or opportunities—it means you are succeeding also. Compensation to Wellness Advocates is geared toward rewarding the sustained efforts of everyone from the beginning Wellness Advocate to the seasoned professional.



## INCOME EARNING STATEMENT

The dōTERRA® business opportunity is robust and growing. While the vast majority of Wellness Advocates are focused on the use of essential oils for the benefit of their family and friends, for those that want to develop a profitable business by actively working to grow and achieve leadership ranks, there is a significant earnings opportunity as noted below. Of course, each Wellness Advocate's results will depend on the time and effort they put into building their own dōTERRA business.

Rank	Structure	Average Monthly Earnings	Average Annual Earnings	Percent of Leaders
Silver	<p style="text-align: center;"><b>Silver</b></p> <pre> graph TD     Silver --&gt; Elite1[Elite]     Silver --&gt; Elite2[Elite]     Silver --&gt; Elite3[Elite]                     </pre> <p><i>100 PV 3 personally enrolled Elites</i></p>	\$2,200	\$26,600	62%
Gold	<p style="text-align: center;"><b>Gold</b></p> <pre> graph TD     Gold --&gt; Premier1[Premier]     Gold --&gt; Premier2[Premier]     Gold --&gt; Premier3[Premier]                     </pre> <p><i>100 PV 3 personally enrolled Premiers</i></p>	\$4,900	\$59,000	23%
Platinum	<p style="text-align: center;"><b>Platinum</b></p> <pre> graph TD     Platinum --&gt; Silver1[Silver]     Platinum --&gt; Silver2[Silver]     Platinum --&gt; Silver3[Silver]                     </pre> <p><i>100 PV 3 personally enrolled Silvers</i></p>	\$9,600	\$115,000	5%
Diamond	<p style="text-align: center;"><b>Diamond</b></p> <pre> graph TD     Diamond --&gt; Silver1[Silver]     Diamond --&gt; Silver2[Silver]     Diamond --&gt; Silver3[Silver]     Diamond --&gt; Silver4[Silver]                     </pre> <p><i>100 PV 4 personally enrolled Silvers</i></p>	\$17,100	\$205,000	7%
Blue Diamond	<p style="text-align: center;"><b>Blue Diamond</b></p> <pre> graph TD     BlueDiamond --&gt; Gold1[Gold]     BlueDiamond --&gt; Gold2[Gold]     BlueDiamond --&gt; Gold3[Gold]     BlueDiamond --&gt; Gold4[Gold]     BlueDiamond --&gt; Gold5[Gold]                     </pre> <p><i>100 PV 5 personally enrolled Golds</i></p>	\$38,500	\$462,000	2%
Presidential Diamond	<p style="text-align: center;"><b>Presidential Diamond</b></p> <pre> graph TD     PresidentialDiamond --&gt; Platinum1[Platinum]     PresidentialDiamond --&gt; Platinum2[Platinum]     PresidentialDiamond --&gt; Platinum3[Platinum]     PresidentialDiamond --&gt; Platinum4[Platinum]     PresidentialDiamond --&gt; Platinum5[Platinum]     PresidentialDiamond --&gt; Platinum6[Platinum]                     </pre> <p><i>100 PV 6 personally enrolled Platinums</i></p>	\$112,750	\$1,353,000	<1%

\*This graph is based on the Opportunity and Earnings Disclosure Summary and can be found on [doterra.com/us/en](http://doterra.com/us/en)







## HOW dōTERRA IS SETTING YOU UP TO SUCCEED

### UNI-LEVEL BONUS

The Uni-level Bonus is paid to Wellness Advocates each month. This bonus is based on the monthly volume of a Wellness Advocate's direct downline. A particular month's Uni-level Bonus is also dependent on the monthly rank for which the Wellness Advocate has qualified. For more information about the Uni-level Bonus, view the Compensation Plan on doterra.com.

### POWER OF 3

The Power of 3 Bonus is a monthly bonus that can be \$50, \$250, or \$1,500. Each can be achieved through structure and team volume. As you develop

the structure necessary to qualify for Power of 3, you will develop the organization needed for reaching leadership ranks within dōTERRA. For more details about the Power of 3 Bonus, visit doterra.com.

### FAST START

Fast Start allows Wellness Advocates, regardless of their rank, to earn a bonus on individuals they share essential oils with and then enroll. A Fast Start Bonus is paid weekly from the orders a new Wellness Advocate places in their first 60 days. Learn more about the Fast Start Bonus in the Compensation Plan on doterra.com.

## FREE TO GIVE PROGRAM

While the dōTERRA compensation plan aims to provide Wellness Advocates with residual income, the path to financial freedom doesn't stop there. dōTERRA wants to encourage and enable Wellness Advocates to become debt free, allowing them to enjoy true financial freedom and independence. Not only will paying off debts provide dōTERRA Wellness Advocates with a sense of accomplishment and financial freedom, it will also put them in the position to give to others—a major focal point of the dōTERRA mission.

The dōTERRA Free to Give program focuses on four common types of debt: car payments, credit cards, loans and medical bills, and mortgage debt. Wellness Advocates enrolled in the Free to Give program receive a token symbolizing their achievement when they pay off debt in any of these four categories. By becoming financially independent and free from debt, dōTERRA Wellness Advocates will be in a better position to give freely to others in need.\*



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# dōTERRA®

