



build dōTERRA®
YOUR NATURAL SOLUTIONS OPPORTUNITY

DO YOU NEED A FINANCIAL *pipeline?*

dōTERRA® is a place where you can create freedom that most people only dream of. Many people spend their lives trading hours for dollars with no end in sight, never having the freedom to pursue their true passions and purpose. Create a different story with dōTERRA.



THERE WAS A MAN WHO HAULED BUCKETS OF WATER FOR A LIVING.

Every day he hauled water from the nearest water source to his village miles away. Because everyone needed water, he always sold out. If he wanted to make more money, he would simply work more hours hauling buckets.



AFTER MANY YEARS, HE GREW WEARY OF HAULING BUCKETS.

Then inspiration came. If he used his spare time to build a pipeline, eventually he would be free from hauling buckets. So he labored diligently for a few years to build his pipeline.



THE DAY HE TURNED ON HIS SPIGOT, EVERYTHING CHANGED.

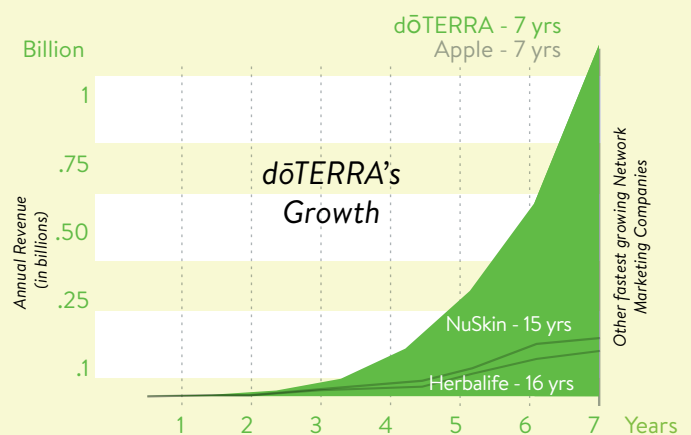
He had created an unlimited supply of water for his village, and a financial pipeline that continued to provide him abundance for years to come.

Authentic network marketing is the most efficient way to build a financial pipeline.

- Built-in business model, including product sourcing, order fulfillment, billing, and customer service.
- Built-in education system to teach you product knowledge, entrepreneurship & leadership.
- Entry is the cost of the products for your own household and your own level of commitment.

What makes dōTERRA unique?

- The largest essential oil company in the world.
- Product-focused sharing model.
- Debt-free with no outside interest or funding.
- Lead by an executive team of business, marketing, and healthcare professionals with 150+ years of combined industry experience.



*See the "Buckets and Pipelines" video at sharesuccess.com/pipeline

Average Retention
65%

85% of those that join dōTERRA are people who simply wish to buy products at the best value. 15% wish to build a business. 65% of all those that join continue to order at least every three months, **compared to an 8% industry average.**

“Successful people look at a problem and see opportunity.”

Jeff Olson



ARE YOU HAULING BUCKETS OR BUILDING A PIPELINE?

You can create a different story for yourself and many others. With dōTERRA, you can achieve financial freedom as you share simple, safe, empowering natural solutions with those you care about.



A PIPELINE IN dōTERRA TOUCHES MANY LIVES.

As you grow your pipeline, other lives are lifted. dōTERRA creates partnerships with growers around the world, nurturing developing economies, and preserving agricultural traditions. Entire regions and cultures are impacted because you share health and hope.



THE TIME TO START YOUR PIPELINE IS NOW.

When you dedicate time and resources to building a pipeline in dōTERRA, the results are far and lasting. Your pipeline will provide well-being and freedom to your home, to communities, and to generations.

CHANGE LIVES, GROW YOURSELF, AND GET PAID FOR IT.

What would you like your pipeline to produce?

(time, money, freedom, purpose, etc.)



dōTERRA Global Headquarters



“I wondered if someone like me from a small town, who had never done direct marketing, could succeed. My first class convinced me that everyone wants and needs these oils. I just went forward with that conviction, excitedly sharing with anyone who would listen and have found success in one living room at a time.”

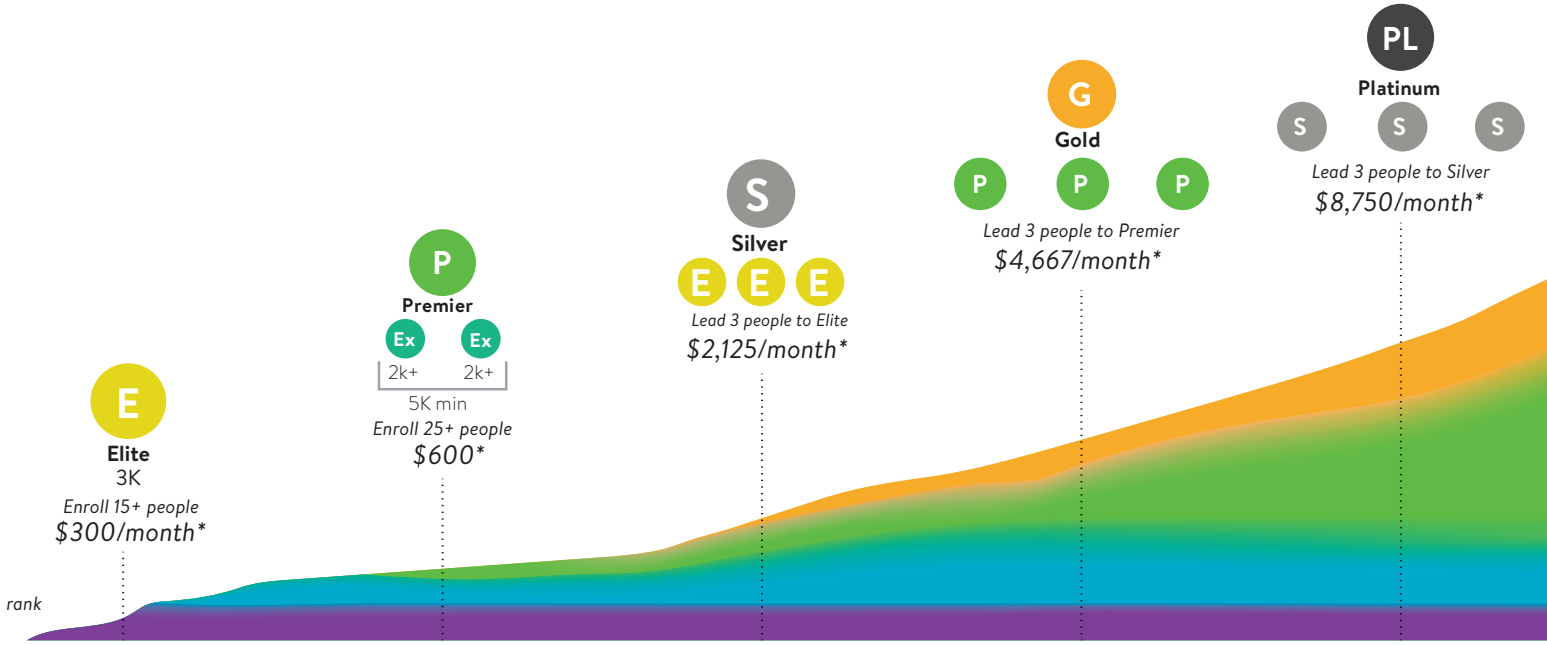
Kathy Pace, Blue Diamond

WHAT DO YOU WANT TO *create?*

Create Income & *make a difference*

dōTERRA®'s Compensation Plan:

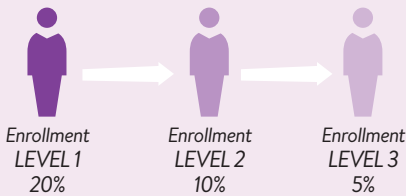
- Rewards leadership
- Incentivizes team support and collaboration
- Allows you to create a residual income pipeline



☆ FAST START BONUS

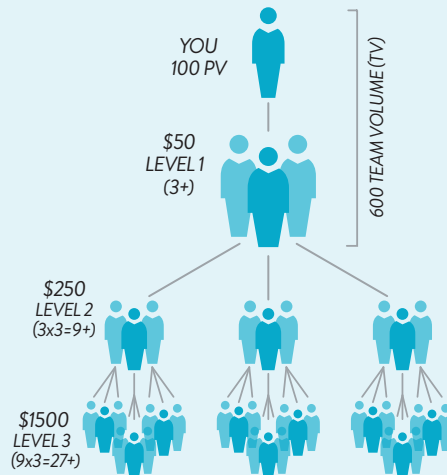
Paid weekly on new enrollee volume for their first 60 days. Enroller must have 100 PV Loyalty Rewards Order to receive this enroller bonus.

Be profitable your first week building dōTERRA!



☆ POWER OF 3 TEAM BONUS

Paid monthly based on structure. Each team needs 600 TV to receive this sponsor bonus.



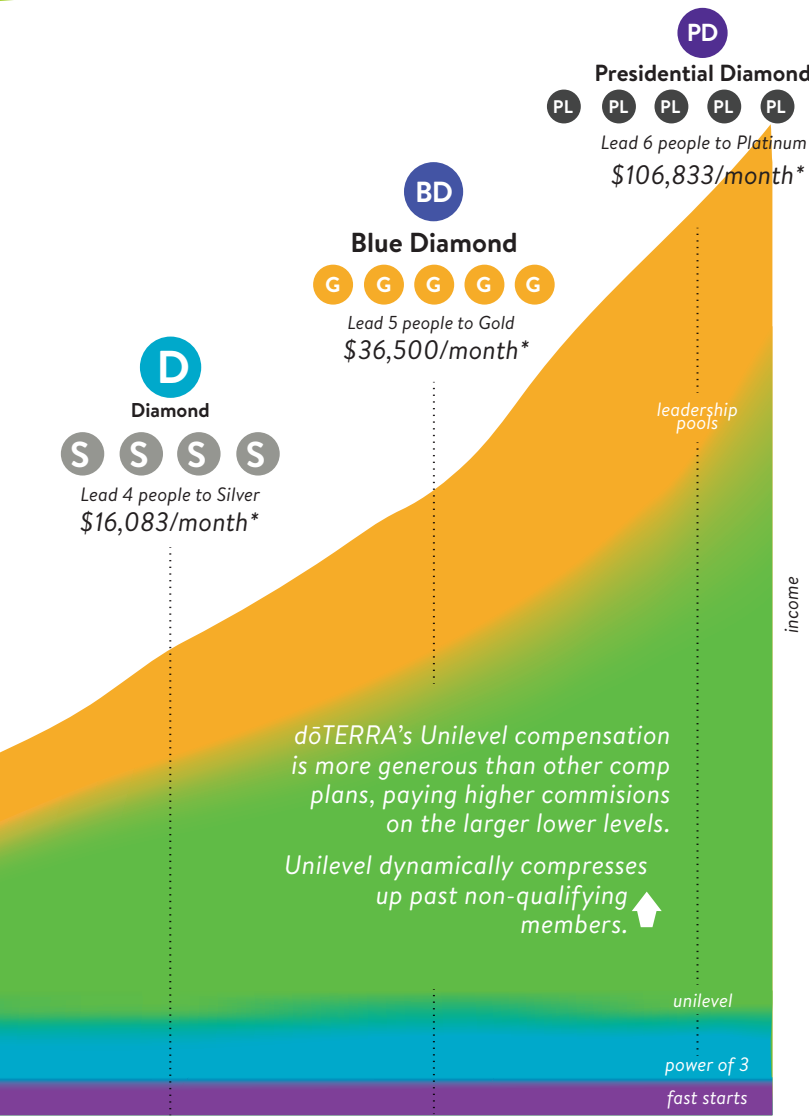
☆ UNILEVEL BONUS

Paid monthly on team volume for members outside the Fast Start bonus window.

Level	Percentage	# of people	Income based on 150PV orders
Level 1	2%	3	\$9
Level 2	3%	9	\$49
Level 3	5%	27	\$252
Level 4	5%	81	\$859
Level 5	6%	243	\$3046
Level 6	6%	729	\$9607
Level 7	7%	2187	\$32,571

Levels in your organization | Percentage paid on monthly volume | # of people | Income based on 150PV orders

*Average monthly earnings from Opportunity and Earnings Disclosure Summary (<http://goo.gl/rbtLeR>) - Earnings based on performance.



Choose Your Level of Play

1 Earn your dōTERRA products for FREE

- Earn \$200-\$600/month (Elite-Premier Average Income)
- Support your wellness lifestyle
- Teach others a wellness lifestyle

Needed Investment

- A few hours/week
- Enrollment kit, LRP order, business tools
- Plan, invite, present, enroll, support

Ideal Goal: Elite in 60-90 days, Premier in 6 months.

2 Supplement your income

- Earn \$2,125-\$4,667/month (Silver-Gold Average Income)
- Guide others to earn their products for free
- Become a leader people want to follow
- Travel, grow personally, enjoy greater options

Needed Investment

- Part-time commitment
- Enrollment kit, LRP order, business tools
- Daily personal development
- Plan, invite, present, enroll, support
- Support builders

Ideal Goal: Elite in 30-60 days, Silver in 6-9 months, Platinum in 2 years.

3 Replace & multiply your income

- Earn \$8,750-\$106.833/month (Platinum-Presidential Diamond Average Income)
- Become a powerful leader, inspiring vision and living your passion
- Make a global impact

Needed Investment

- Full-time commitment
- Enrollment kit, LRP order, business tools
- Daily personal development
- Plan, invite, present, enroll, support
- Develop leaders

Ideal Goal: Elite in 30 days, Silver in 60-90 days, Diamond in 9-12 months.

☆ LEADERSHIP POOLS

Paid monthly. 6% of global profits are divided among leadership ranks.



* See full comp plan at sharesuccess.com/comp
* Comp plan also includes 25% retail profits and 15% on preferred member purchases.

65% Retention Rate

Get paid on 7 levels of referrals.

Elites are paid to this level

Premiers are paid to this level

Silvers and above are paid to this level

BEGIN CREATING YOUR *income* PIPELINE

Your income in dōTERRA® will be in direct proportion to the number of lives you influence. Focus your building efforts in an energy of service. Begin building smart with these first three steps.

1

SET A 30-DAY NON-NEGOTIABLE GOAL

When you have a non-negotiable goal, persist until it's completed. When you are committed, you achieve it and it builds confidence to move forward.

Choose a goal that is measurable (i.e. rank, income, \$250 Power of 3, or enrollments).

I am achieving

non-negotiable goal

by

date

2

CREATE A NAMES LIST

Who do you know who would benefit from dōTERRA? Who needs wellness, money, purpose, or freedom? Refer to your phone contacts and your Facebook friends for ideas.

3

SCHEDULE PRESENTATIONS

Schedule 4 classes, 15 one-on-ones, or any combination on your calendar right away. Within the same month and closer together is ideal. Host presentations at home, a friend's, on Facebook or Skype, or at a restaurant. Invite your upline mentor to support with your first three presentations, or use a class DVD.

NEXT STEPS »

Get the *Launch Your Business Guide* and connect with your upline support within 48 hours. Start sharing!

NAMES LIST

List 100 people you know in your four networks below. Just brain dump without judgment or filtering. If you need more ideas, ask yourself who would benefit from the products or opportunity, or go to sharesuccess.com/expandyourcontacts

The stars below will be used to sort your *Names List* using the *Launch Guide*.

FAMILY <small>parents, siblings, relatives</small>	
1	★ ★ ★
2	★ ★ ★
3	★ ★ ★
4	★ ★ ★
5	★ ★ ★
6	★ ★ ★
7	★ ★ ★
8	★ ★ ★
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23	★ ★ ★
24	★ ★ ★
25	★ ★ ★

FRIENDS <small>current, high school, college, facebook</small>	
26	★ ★ ★
27	★ ★ ★
28	★ ★ ★
29	★ ★ ★
30	★ ★ ★
31	★ ★ ★
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50	★ ★ ★

“dōTERRA®’s products are best shared person to person, not on a shelf or in an ad. Rather than paying advertising companies, dōTERRA chose to compensate people like you and me who share their products and support others in sharing. Together, we are rapidly bringing health and hope through this worldwide movement.”

- Natalie Goddard, Double Diamond

COMMUNITY neighbors, associates from church/school/clubs

- 51 ★ ★ ★
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OTHER co-workers, product or service providers

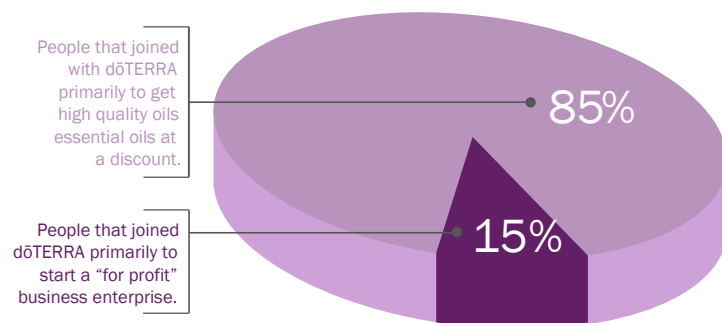
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A 2014 U.S. based research study by a reputable third party organization highlighted various aspects of the growth opportunity of dōTERRA in the coming years. Key takeaways from this study include the following:

- 73 percent of the general population looks to natural products to improve their health.
- 51 percent of the general population has used essential oils.
- Of the general population, only 13 percent are familiar with dōTERRA essential oils.
- The most popular method to find out which natural product to use and how to use those products continues to be from the recommendation of a friend. This method is 50% more common than referring to an advertisement.

Because of the tremendous potential for the continued growth of dōTERRA, and because word of mouth or personal referral is the most common method of people learning about essential oils, dōTERRA is very committed to direct selling as the vehicle by which its CPTG® essential oils are marketed. Direct selling is generally defined as the selling of goods away from a fixed retail location and includes personal involvement by someone experienced in the use of the goods being sold.

dōTERRA is an essential oils company that markets through direct selling. The above referenced study also explored dōTERRA's direct selling channel and revealed that 85 percent of the people that joined dōTERRA did so primarily to get high quality essential oils at a discount for themselves and their family. Only 15 percent joined primarily to start a "for profit" business enterprise.



Therefore, the vast majority of the approximately two million dōTERRA members around the world are primarily focused on getting access to high quality essential oils and other products offered by dōTERRA at the most reasonable price possible. dōTERRA supports this desire by having a very generous Loyalty Rewards Program that has extremely high participation rates and a near 100 percent point redemption rate by loyal consumers. Additionally, dōTERRA offers regular promotions and other opportunities for members to purchase products at a discount. The above referenced study of dōTERRA members showed that after the quality of the company's essential oils, the next three things respondents believe the company does best include: being a values-based organization, providing great customer support, and offering a compelling compensation plan.

Supporting this extremely high focus on products, the dōTERRA compensation plan provides a robust earnings opportunity for all Wellness Advocates. Wellness Advocates are dōTERRA members that have enrolled to receive the deepest product discounts. While more than 85% of all dōTERRA members join to focus primarily on the ability to buy high quality oils at a discount, they can and do earn commissions for their efforts based on the sales of product within their organization. During 2015, the company paid commissions to approximately 225,000 Wellness Advocates in the United States which is approx. 20% of all U.S. based dōTERRA members that made a purchase from the company during the year. The majority of those Wellness Advocates earned enough to pay for a portion or all of their own product purchases each month.

Specifically, 12% of dōTERRA members do not become Wellness Advocates and cannot earn commissions. Wellness Advocates classified by the rank of Consultant account for 74% of all dōTERRA members and don't generally enroll other members or earn commissions. Entry-level Wellness Advocates with the rank of Manager, Director and Executive earn up to \$1,600 annually in commissions and account for 9% of all dōTERRA members. At the mid-level ranks of Elite and Premier (4% of all dōTERRA members), Wellness Advocates learn about participating in dōTERRA as a business and are almost always doing the business on a part-time basis. Average annual earnings for these ranks range from \$3,950 to \$9,950 per year.

The highest levels in the commission plan are the leadership ranks (approx. 1% of all dōTERRA members) and the 2015 average annual earnings for these ranks are shown in the following chart. Within these ranks are some dōTERRA members that conduct business on a full-time basis. This chart shows the rank, the average annual earnings of Wellness Advocates paid at that rank during 2015, and the percent of people within these leadership ranks who were paid at that specific rank in the United States:

Rank	Average Annual Earnings	Percent of Leaders
Silver	\$26,600	62%
Gold	\$59,000	23%
Platinum	\$115,000	5%
Diamond	\$205,000	7%
Blue Diamond	\$462,000	2%
Presidential Diamond	\$1,353,000	<1%

dōTERRA experienced tremendous growth during 2015 in large part due to an increase in the number of people achieving leadership ranks globally. During the year, the company recognized several thousand new Wellness Advocates that achieved leadership ranks with details as follows:

Rank	Number of First Time Rank Achievement in 2015
Silver	1,894
Gold	624
Platinum	201
Diamond	184
Blue Diamond	44
Presidential Diamond	9

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 Wellness Advocates that desire to focus on developing a "for profit" business by working full time and achieving the leadership ranks, there is a significant earnings opportunity as noted above. Of course, each Wellness Advocate's actual earnings will depend on many factors including the time and effort they put into building their own dōTERRA business.