7-Figure Goddess Team doTERRA
New Builders Quickstart Guide

Everything you need to know to launch your doTERRA business… right now!

By Elizabeth Purvis
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Elizabeth Purvis is a mentor to thousands of conscious women entrepreneurs around the world, teaching them how to price, package and market their services so they’re making phenomenal money.

She is the founder of Goddess Business School®, which delivers premiere business training to women who are ready to own their worth so they can create extraordinary impact.

As a mentor and online entrepreneur, Elizabeth created her first 6-figure income in under 6 months as a certified coach, then went on to create a total of nearly 2 million in revenue in just 4 years. Using her systems, Elizabeth’s clients and students have achieved phenomenal results, including quadrupling their incomes in just a few short weeks, multiple 5-figure launches, launching and filling their own high-end programs, and more.

A priestess & practitioner of Western esoteric traditions, Elizabeth is also the creator of Feminine Magic®, a set of practices for women to develop their ability to magnetize their deepest Desires.

Above all, Elizabeth is a stand for the creative and financial empowerment of women through money & manifestation mastery. She is dedicated to creating a world where conscious women are the new models for wealth, influence, power and success. Her doTERRA team is a huge part of that mission!
Welcome! I’m thrilled that you’ve made the decision to bring wealth & wellness to the world with doTERRA!

As you will discover very quickly, there is a LOT of information out there on how to build your doTERRA business.

Many new Wellness Advocates come on, get overwhelmed, bump up against their stuff, decide it’s too hard, and quit.

You do NOT have to have this happen to you!!

**The first thing to know is that EVERYONE wants the oils.** Yes, really! Our product has a 65-75% user retention rate – unheard of in the direct selling industry. There’s a reason why doTERRA hit $1 billion in annual revenues in under 7 years (!!!). It’s because people buy and then keep buying. The oils are THAT good.

**The next thing to know is that everything in this business is duplicate-able.** *Everything you do in this business has been done before.* (Remember this, we’re going to come back to it.)

And on our team, of course, we leverage certain strengths and have added strategies to the mix that you may not have seen... yet.

So I’ve prepared this guide to give you a simple, streamlined path to launch your business and hit your first rank of significance, which is **Elite.** Because if you can get to Elite, you can easily reach all of the other ranks.

This guide outlines what I would tell you if we were sitting down in a 1-on-1 conversation. Follow the steps, then teach others to do the same.

You got this. Let’s go!!

Love & magic,

Elizabeth
Your First Rule of Success:
Do NOT Make This Complicated!!
(Everything Is Duplicate-able.)

When new builders come on, they are naturally very excited.

Then they look at all of the training and options available to rock this thing out... get overwhelmed... and all too often, quit before they get started.

Before you allow this to happen to you (please don't!) ... I have three things that I want you to remember...

First, EVERYTHING you need to “figure out” to reach your goals has already been figured out.

EVERYTHING about this business is duplicate-able. That means – you can repeat it, and teach others do to it. And, as you'll see, training on the “how” has already been created. You don’t have to figure it out; you just have to jump in!

Second, building this business is as fun and easy as you DECIDE it to be.

Sooo many women are concerned about working too hard and being stressed out. But it’s often our anticipation of having to “work hard” (usually caused by the fact that we HAVE worked too hard and overgave in the past) that creates the stress and feeling of overwork – NOT the actual actions (that we need to take) themselves.

Finally,... you do NOT need to “know everything” in order to begin!

In fact, it’s better if you do NOT “know everything.” The need to know everything leads to analysis paralysis.

Many of the decisions in this business have already been done FOR you, especially at this stage. All you have to do is follow the steps that have already been laid out.

Do NOT make this complicated! Just follow the steps. :)}
Your Second Rule of Success: Be Duplicate-able.

You’ll notice that most of this guide consists of me hooking you up with resources and training that I did NOT create.

That’s because everything – and I mean everything – that you need to know to rock this business has already been done before, shared before and taught before.

And that’s how it should be!

If you come to doTERRA by way of Goddess Business School® – then you may be aware that you can grow a business in one of two ways.

Almost everyone in a coaching, healing or mentoring business works too hard at first. We create a J-O-B for ourselves. That is because in the 9-5 world, we are conditioned to do it all, be the source and have a “worker bee” mentality.

The other way of doing business is to leverage resources – time, money and energy of others – to grow.

One way creates a J-O-B. The other creates a thriving business with true residual income. In network marketing, what makes the difference is duplication.

A network marketing business is built on duplication. If you want to be successful with this business model, you MUST be able to teach someone ELSE how to duplicate and do what you do.

Otherwise, you’ll just create another J-O-B for yourself.

Training others in what you do is not hard, because... all the training already exists! The only thing you have to “do” is... take the actions yourself. 😊

So to succeed with ease and grace, I want you to adopt THREE mindsets right off the bat.

The first mindset is DUPLICATION. You are going to create a result yourself – in this case, it’s get to Elite – and then teach others to do it.
Indeed, you will be teaching others while you are doing it yourself! Because the teaching part is already done, there really is no reason to wait.

(On our team, we recommend you invite 3 people to be in the business with you, right off the bat. You need at 3 leaders to reach Silver – your first Leadership rank – so you might as well invite them right away.)

The shadow of network marketing is the same as a coaching or consulting biz: doing everything yourself, working your ass off.

It’s not sustainable. What IS sustainable is attracting and leading others to create their own success. To that end...

The second and thirds mindsets are LEADERSHIP and COLLABORATION.

Ever heard that quote from Zig Ziglar?

“You can have everything in life you want, if you will just help enough other people get what they want.”

This is network marketing in a nutshell. And it’s a real mindset shift from other industries, such as coaching, personal development and online marketing.

In the coaching-online marketing-personal growth world, the goal is to become the “guru” who has a huge following and all the answers. (Well, that’s not it entirely, but accurate enough for this conversation.)

In network marketing, especially in a company like doTERRA… that is a recipe for the long and slow road, and working too hard!

Your success in this business depends entirely on OTHERS’ success. When we empower others, lift them up, lead them and help them get what they want, we will automatically get what WE want. It’s a beautiful thing, with more value and more life to all!

You may not think of yourself as a leader. This may be a NEW skillset for you.

No worries! What you can, and should, do right off the bat is adopt the mindset of LEADER. Begin to see yourself as a leader, even right now as you’re taking your first steps on the path.
Now, the cool news is… because there is so much duplication… there are LOTS of opportunities to collaborate, share the workload and help each other.

The most successful teams I know are the ones that have systems and structures in place for co-creating things like intro classes, ongoing oils education and training. If we all need a way to enroll people (such as a class, or – our favorite – an online program) – it doesn’t make sense for seventeen people to each be doing 10 different things. Seventeen people can all contribute to the 10 things that everyone needs to do!

Many hands make light work, as my mom likes to say. (She grew up on a farm. ;)

In this business, there are core skills that you’ll need to learn, such as inviting (lead generation), presenting (talking about the oils & the opportunity) and enrolling. You will need to know the ins and outs of how the biz works. You will have to step into your leadership.

AND… there are countless opportunities to collaborate. Your doTERRA biz is NOT a one-woman show!

Together with your own team, you will accomplish so much more than you ever could on your own. Collaboration == Leverage == More life to all. It’s a beautiful thing. ;)

**Your OTHER First And Second Rule Of Success: Service, Above All.**

No matter what business you are in, it’s true… your business is NOT about you.

It’s about empowering, leading and helping others get what they want.

Whenever things aren’t working, are moving slowly, or you are otherwise stuck, ask: “Where am I making it about me?”

Then, shift your focus to lifting OTHERS up and helping them...

- Through the oils (our natural solutions have been a Goddess-sent miracle to hundreds of thousands if not millions of people)

- Through leading them to their financial goals
• By example and being a model.

Note that helping others is NOT about enabling. You are NOT doing it all. (That’s not duplicable, and is in fact all about YOU and YOUR need to do it all, feel important, etc.)

Help others get what they want and you will get what you want, almost automatically.

**Before We Start, One Last Thing…**
*(that is actually the FIRST thing)*

> Your success in any endeavor is ENTIRELY up to you.

Take 100% responsibility for your results. If you’re not liking how things are going, it is up to YOU to make the course-correction.

On that note, we need to cover…

**Team Expectations:**
*How To Get The Best Mentoring From The 7-And-8-Figure Businesswomen (and Men) In Your Upline*

Like you, all of your upline leaders have lives full of commitments; many get paid a lot to provide the kind of mentoring that we provide in doTERRA as a part of our team.

For example, one of our leaders, Jennifer Longmore, runs five businesses including doTERRA, all part-time. I run a 7-figure coaching company and regularly sign on clients at fees of between $7k and $25k. Kiyla and Bob run a million-dollar chiropractic biz and homeschool 3 kids.

In other words, mentorship is a privilege, just as it is a privilege for us to have YOU on our team. Here are our expectations:

• **The person who enrolled you is your first point of contact.** You may have been given this guide (or signed up for Elizabeth’s doTERRA mailing list) by whoever enrolled you. Remember that that person is your first person to approach with questions and mentoring on building the business! (Both Kiyla and Jennifer provide training opportunities in their Facebook groups – see Step 1 below.)
• **Be self-sufficient, especially around questions.** Everything you want to know has been answered. Google is your friend. Use the resources. Do NOT ask a question without searching on your own first.

• **Come equipped with a plan BEFORE any mentoring session.** Do not expect your upline leader to do all the heavy lifting. We are happy to help jam on a plan, AND you need to show you’re thinking for yourself and learning the business. For example, do *not* come to a call with me unless you are ready to demonstrate that you have taken the steps in this guide (or they are underway).

• **When you are given a plan, work the plan.** Don’t reach out for a special plan when the plan is right in front of you. When a plan is created, you are making a commitment to working the plan (and, of course, course-correcting as needed).

• **Honor your commitments.** Your success is directly related to how well you follow through on your commitments, especially to yourself. If you promise something to another team member, honor it.

• **Respect boundaries.** Different leaders have different boundaries. For example, Jennifer’s only 1-on-1 mentoring is for rank advancement and she does not respond to personal messages but DOES give plenty of mentoring on group calls in her Facebook group. When I meet with someone to create a plan, I expect the plan to be implemented before I give more time.

**The Bottom Line 😊**

**You will receive more mentoring the more you show up on your own!** AND...

**You will get what you model.** Your leaders and clients will ALWAYS follow your lead. Be the kind of leader that you would want as one of YOUR leaders!

You don’t have to be perfect – nobody is! We all come up against our “stuff.”

A true leader takes responsibility and re-commits to the path.

You got this. 😊
How To Reach Elite In 6 Weeks Or Less

Your first goal with doTERRA is to reach the rank of ... Elite. To hit Elite requires an overall volume of 3000OV (organizational volume).

Why Elite as a first goal?

Everything in this biz is duplicate-able and your goal is to BE duplicate-able; that is, to have others be able to duplicate your actions. Once you reach Elite, you can reach all the other ranks:

- Premiere: 2 Executives (2000OV, so, not-quite-Elite) with 5000OV
- Silver: 3 Elites
- Gold: 3 Premierses
- Platinum: 3 Silvers (9 Elites)
- Diamond: 4 Silvers (12 Elites)

Check out this blog post for all the rank info: Ranks In doTERRA

The Shortest, Fastest Path

In my business trainings for conscious women entrepreneurs, I’m known for delivering the shortest, fastest path to the outcome. Here it is for launching your doTERRA business:

- Get clear on your WHY – why are you doing this?
- Make a list of 100 people you can introduce to doTERRA
- Identify your 3 potential builders and invite them
- Invite everyone else to whatever path you’ve chosen (1-on-1, class, online program)
- Deliver on whatever you chose (1-on-1, class, online program) and make an offer to join our team.
- BONUS TIP: Residual income is the name of the game, so give them a reason to sign up for Loyalty Rewards when they sign on.

Read on for all the details... but that’s it in a nutshell. Do not make this complicated!

POWER TIP: Some of the most successful builders on our team made their list and started sharing even before their oils arrived. 😊

Let’s go!
1. Get the 10,000 foot view: download and review all of your Guides, familiarize yourself with websites and where stuff lives.

Go to ShareSuccess.com and download the following from the Library:

- The Live Guide
- The Share Guide
- The Build Guide
- The Launch Guide

These guides are the basic intros to using the oils, sharing the oils, building the business and launching your business. ShareSuccess.com is created and maintained by our up-up-upline, aka our “doTERRA Great Grandparents,” Andy & Natalie Goddard. They contain basic usage information, info on the comp plan, and the step-by-step how-to training that most WA’s use to launch & build the business, including scripts on how to present.

Read them through ONCE and begin to familiarize yourself!

ALSO: go to the newly-made-awesome doTERRA.com and peruse the “Our Advocates” section. It’s a lot, don’t expect to cover it all in one sitting. Instead just familiarize yourself with where everything is. You’ll find links to the doTERRA blogs, product information, more info on living / sharing / building, etc.

Definitely check out the "Building" section of the doTERRA website for useful videos on need-to-know topics:

You will always find the most up-to-date versions of the Guides at ShareSuccess.com. We also have versions posted on the 7-Figure Goddess Wealth & Wellness Leaders Group.

Speaking of which, our team has several active Facebook groups! Here are 3 to know about:

Oils Family – run by Kiyla & Robert Fenell
https://www.facebook.com/groups/420275571470937/
This is the group for our ENTIRE team. Here you'll find tons of tips PLUS you'll interact with the rest of the rockstars on our team. This is the place to ask questions about using the oils, and announcements of all trainings by our upline leaders Kiyla & Bob. Check this group daily!
7-Figure Goddess Wealth & Wellness Leaders – run by Elizabeth Purvis
https://www.facebook.com/groups/7fgwealthandwellnessleaders/
For Elizabeth’s team and their team. Lots of info on building, with some usage thrown in.

Essential Oils Millionaire Club – run by Jennifer Longmore
For serious builders! A very active group, full of training and info about how to grow a successful doTERRA business from 5-time serial entrepreneur Jennifer Longmore. THE place to be if you want to build. IMPORTANT NOTE: because of the high value provided and to stay in integrity with requirements for builders, Jennifer requires that new builders reach ELITE before being added, and that all members maintain a Loyalty Rewards Order of 100PV. Once you have reached Elite, reach out to whoever enrolled you to be added to this exclusive group!

Reach out to whoever enrolled you to receive access to these and any other groups you have previously discussed.

2. Create oils experiences and commit to becoming “a product of the product.” Begin to find your “angle” – i.e., your unique focus for the oils.

This is NOT some network marketing comp plan with a cheap-ass product thrown into it, designed to make the owners buckets of cash.

doTERRA is a product-focused company with a huge mission!

If you want to build the business, you MUST be using the oils consistently. Otherwise how can you authentically share?

Break open the box, start using the oils, create your Personal Oils Protocol (POP). Here’s a helpful video: “Becoming An Everyday Oils Expert”

POWER TIP: Begin to find your angle – weight loss, sugar free, hormone balancing, energy, etc. Having YOUR angle and YOUR story will make it easier to share the oils.

3. Log in to the Back Office at MyDoterra.com and have a look around.
The place to order product and build your team. You will find all kinds of videos on doTERRA.com in the “Our Advocates -> Building” section.

4. Set up a qualifying Loyalty Reward Order of at least 125 PV to run no later than the 15th of the month.

You MUST have an LRP order of 100PV every month in order to be eligible for commissions. 125PV earns you the Product of the Month. Don’t mess around with this – if you’re going to build, be a product of the product and use the oils.

Quick tutorial to set up Loyalty Rewards orders is [here](#); also check out videos on doTERRA.com if you need. Also see our Loyalty Rewards document for the benefits of LRP (in the 7FG W&W Leaders FB group.)

5. Make a decision and find your WHY.

90% of your success is your ENERGY… and it always begins with making a decision. What is the decision you want to make? Why are you doing this? Why is it important to you?

There is a lot written in doTERRA literature about finding your WHY. You want to spend some time really getting clear on exactly WHY you are choosing to invest your lifeminutes, energy and attention into building doTERRA – the REAL reason, not the “sounds good” reason.

AND. You don’t need to do the deep dive right now! Have an idea of your why, get going, and then come back to it. (Hint: your WHY will change over time as you get to know the company, work with the oils, and build your team.)


When you have a non-negotiable goal, it’s a MUST, not a “nice to have.” This is the practice of commitment. When you are committed, you will achieve your
goal, thus creating the experience of achieving it, thus creating a TON of
momentum and building your self-esteem.

*If you are going for Elite in 6 Weeks, your goal is... *Elite.* 3000PV. Enrolling 8 people in Natural Solutions kits (400PV.)*

Let me say that again: to reach Elite, you need to enroll 8 people in the Natural Solutions kit, which is a $550 purchase.

Translation: this is TOTALLY doable!!

7. Make your “List of 100.”

If you currently have a business (you’re a coach, healer, practitioner, etc) you may be surprised (or not!) to discover that the way to enroll new peeps is very similar to the way you enroll peeps in your primary business: 1-on-1, and speaking.

Every single doTERRA business training starts out with you making a list of 100 people you can invite to learn more about the oils.

I’ve heard Presidential Diamonds say that you can get all the way to Presidential Diamond with your list of 100 alone. Believe it. (Note: those peeps will introduce you to more peeps, and so on.)

So! Make your list of 100 people you can invite to learn more about the oils. This may be a personal reach-out to share about the oils 1-on-1, an invite to a class, or an invite to one of our online programs.

If you have an online biz or community, your pipeline will be a pipeline for doTERRA too. But don’t skip this step!

8. Who are 3 people you would LOVE to build the business with?

We all need leaders, so you might as well have some of your volume in your first month coming from people who may build the business with you! Plus, it creates a TON of momentum to have people you love inviting their people, right from the get-go.
So who would you LOVE to build the business with? These will be the first 3 people you invite into doTERRA. (If you have an online biz or community, identify key peeps whose businesses would be a natural fit and who could be leaders.)

Once you’ve identified your leaders, simply reach out to them and share about the oils and the opportunity. Tell them why you are doing it, and why you picked THEM as someone who you would love to build with. Then invite them to the mailing list hosted by Elizabeth, give them this guide, add them to the Facebook groups and stumble through the first steps together. ;)

NOTE that the people you invite may or may not actually BUILD! It’s very common for people to be all gung-ho about building when you talk to them, and then never actually DO anything. Don’t take it personally. Give them this guide, offer them support. Then keep doing your thing, inviting more builders as needed.

Also note that in order for them to qualify for commissions, they (like you) must have a 100PV Loyalty Rewards order set up. Make sure they understand that and set up the order from the get-go.

9. Choose Your Path.

When you dig into the training materials at ShareSuccess.com and elsewhere, you will notice there are TWO ways of presenting that are primarily taught:

**1-on-1s**, where you share about the oils with people one-at-a-time

**Hosting classes**, where you present and make an offer to enroll at the end.

Sound familiar? In a coaching / consulting / healing business, your first strategy is to reach out to people in your world one at a time, followed by one-to-many marketing and enrolling activities such as speaking. Same deal here!!

On our team we have added one more, which is... offering online programs.

An online program is a short course that takes a user through a transformation with the oils. They are both an enrollment opportunity for new peeps, a way to educate & engage team members and a phenomenal value-added benefit to being on our team.

Here are some examples of online programs that have been given in the past:
Spring (or Fall) Detox – hosted by Jennifer Longmore and uses the Cleanse & Restore kit

All Lit Up! A Masterclass to Activate Your Feminine Radiance – hosted by Elizabeth Purvis and uses the Natural Solutions or Home Essentials kit (plus ClaryCalm & Slim & Sassy)

Business Energetics with Essential Oils – hosted by Jennifer Longmore, uses the Emotional Aromatherapy kit

Create Emotional Harmony with Essential Oils – hosted by Jennifer Longmore & Kiyla Fenell, uses the Emotional Aromatherapy kit

Step Into Success & Abundance with Essential Oils – hosted by Allison Braun, using a custom-made oils kit

You get the idea. :) Any program can create a program for any of the kits; you can also create your own kit by curating specific oils and then adding the $35 Membership Kit (which will register a new user as a Wellness Advocate). The program is delivered via a Facebook group or email (or both). The program content is offered free with the only price of admission being the oils.

Programs are short – usually between 3 and 6 weeks long – with a short (sometimes a single paragraph) being released every day, either via email or a Facebook group. This makes them very easy to create and deliver. (Hint: oils users want tips they can incorporate into their lives. Do NOT create a bunch of content!! Research your content using books like Modern Essentials, The Essential Life, Emotions & Essential Oils and materials on ShareSuccess.com.)

So do you HAVE to create your own online program?

No! In fact, offering someone ELSE's online program is an easy-peasy way to get started. Simply promote the program and have a conversation to enroll your peeps into it. Because the oils are relatively inexpensive (especially compared to coaching!), these conversations are pretty straightforward. “You’re interested in the program? Great – your oils are $200....”

Visit the team Facebook groups (Kiyla’s, Elizabeth’s, Jennifer’s – note that Jennifer requires a rank of ELITE and a 100PV order to be in her group) for announcements.
of new programs. Usually the program host will provide “swipe copy” for your use in promoting. Facebook is a GREAT place to promote online programs!

If you have a coaching / consulting / healing business… yes, you absolutely CAN integrate the oils, by creating a program or requiring oils in an existing program that you run! If this interests you and I’ve personally enrolled you, let me know and we can set up a time to chat about it.

That said, know this: I am ALWAYS going to coach you to do two things: make your list of 100, and invite. The same will be true for any program you create – or if you are adding the oils to a program, I will coach you to make your list of 100 and offer that program. You cannot skip the basics; do NOT make this complicated!!

So which path should you choose?

Answer: the one you can commit to following through on!

Some people LOVE giving classes. Giving classes is the tried and true way to build doTERRA. (This is how Kiyla does it, as do 99.99% of leaders in doTERRA.) One-on-ones is a skill you’re going to have to cultivate one way or another. And if you are already doing programs (such as in a coaching or consulting biz)... then programs are the way to go.

Here are some possible paths:

- Schedule 15 one-on-ones
- Put 4 classes on the calendar; reach out to people on your list and invite them to classes
- Choose a program or host one of your own; invite peeps

No matter what you choose, you are going to be reaching out to your list of 100 and inviting them to a 1-on-1, class or program.

Note that for classes, you can give them online via teleseminar and end with an invitation to contact you to find out more about the oils discussed.

10. Invite, Share, Follow Up. Follow the steps in the Launch Guide.

THIS is the heart of it! Start inviting people from your List of 100 to whatever path you have chosen.
Re-read the Build Guide. Then use the Launch Guide, pages 1 and 2, for the step-by-step for this if you need it. The Launch, Share, and Build Guides also contain basic scripts for reaching out, inviting, hosting a class, and more.

In a nutshell, here is doTERRA’s proven sales cycle:

• Invite people to classes and 1-on-1s.
• Present the oils in a class or 1-on-1. Enroll new Wellness Advocates.
• New WA’s get their kits. Hooray!
• Follow up with your new WA shortly after their kit arrives. Schedule a Wellness Consult, where you will go more in-depth with them about how to use their oils and what they need. Use references like Modern Essentials to advise them on oils for their specific needs. (You can buy Modern Essentials at AromaTools.com AND / OR there is an app available for your Smartphone!) If you do not have access to Modern Essentials, the Live Guide will give you everything you need, including an outline to follow for the Wellness Consult.
• During the Wellness Consult, invite them to open a Loyalty Rewards order.
• Stay connected and make sure they know about the latest promotions and offerings!

You will find everything you need to know about hosting classes and giving Wellness Consults on ShareSuccess.com, including videos and outlines to follow. Look in the Launch Guide for the latest resources.

Our team follows this strategy and one addition: we also enroll with online programs.

Note that you can invite people to Loyalty Rewards right away. Give them reasons to say yes to it!

And implement BEFORE you are ready. Our upline leader Kiyla gave her first oils classes reading off the Natural Solutions handout. Same deal with the Wellness Consult.
11. Have a “Loyalty Rewards” Mindset

One of the BIGGEST mistakes new builders make is approaching a new team member from a “transactional” perspective: focusing on getting them to sign up and that’s it.

That mindset is the fast track for too much work, and always having to be hustling to make your monthly volume!

Here’s the distinction: we are enrolling our team in a lifestyle, and oils memberships to support that lifestyle.

What creates residual income in your business is NOT the one-time enrollment kit fee. What creates residual income (and freedom!) in your business is Loyalty Rewards memberships! Loyalty Rewards are additional sales that add to your volume, each and every month.

So... don’t make the mistake of NOT letting a new Wellness Advocate know about Loyalty Rewards. Tell them about the Loyalty Rewards opportunity right up front.

Share that the smartest way to buy the oils is to have a Loyalty Rewards recurring order (also known as a template) and to buy them through that order, because they will earn a percentage of every purchase (and their shipping) back in the form of product credit. Plus, with a Loyalty Rewards order that ships on or before the 15th of the month, they are eligible for the free Product of the Month, usually worth $10-15 but a couple of times per year, doTERRA will offer higher priced items for free, including popular oils like Frankincense and Immortelle.

Finally, being on Loyalty Rewards will allow team members to take advantage of our oils education offerings, like free programs and classes. They will always have a way to order the oils they need for whatever program or class they want to take and earn free product at the same time!

A Loyalty Rewards order of 1PV keeps the template open and maintains your points. 3 days before your order ships, doTERRA will remind you to change your order if you want to buy more or less in a given month. With so many benefits, there really is NO reason for anyone NOT to be on Loyalty Rewards. Tell them about it right up front!
If your new Wellness Advocates don’t sign up for Loyalty Rewards in the initial order, simply offer it again during the Wellness Consult.

Remember that Loyalty Rewards is where the residual income is in your business! Your goal should be to have everyone with an active Loyalty Rewards order.

12. Stay motivated, work through challenges and receive support. (What to do when you have questions…)

That’s it! What you have right here is enough to get started. Do NOT make this complicated! Do not fall into the trap of over-preparation. Just get out there and get into action.

It all gets down to this:

- Make your list of 100
- Identify your 3 potential builders and invite them
- Invite everyone else to whatever path you’ve chosen (1-on-1, class, online program)
- Deliver on whatever you chose (1-on-1, class, online program)

Once you’re in action, get regular support. Here are some amazing resources:

- **Check in on Kilya’s Facebook group every day.** [This is the group](#) for our entire team. Very active, with biz-building tips and usage tips posted by Kiyla, announcements of trainings and programs, and more.

- **Get an accountability partner!** Enroll your first builder and work through the plan together. Don’t expect anything to be “perfect.” You are learning as you go!

- **Check out the Launch Your Biz in 21 Days email series** on ShareSuccess.com.

- **Check out the Share Success Pro App** – A builder’s dream. Our up-up-up line has taken “done for you” to a new level. Entire follow-up sequences and training sequences for users and builders, completely automated. Check this out and watch all of your mindset niggles (including “I don’t have
enough time!”) disappear! You will find info on the app on ShareSuccess.com.

- **Are you REALLY serious? You need to be in Jennifer’s Oils Millionaire FB group.** Jennifer is one of the highest-vibe businesswomen you will ever be around – she truly walks her talk and has a well-deserved reputation as a “money magnet.” You’ll get lots of loving mindset coaching (ahem, butt-kicking 😊) in this group. Remember that you MUST have a Loyalty Rewards Program order of 100PV and have attained the rank of ELITE to participate. After you reach Elite, reach out to whoever enrolled you to be added.

And of course… post your questions to me in the 7-Figure Goddess Wealth & Wellness Facebook Group!

**IMPORTANT: Post your questions in the group before reaching out to me personally, so that all can benefit.** If you PM me (on Facebook or email) with a question that should be posted in the group, don’t expect me to answer it. I probably won’t. ;)

Post q’s in the group!!

“Do you do personal mentoring of new doTERRA builders?” It depends. If you have a question that has not been covered here, post it in the group. If you have a question about something that HAS been covered here, post it in the group.

I do host group calls; watch the 7FG W&W group for call times; bring your questions to those calls.

Note that the FIRST question I am going to ask you is, “Have you made your list of 100?”

The NEXT question I am going to ask you is, “What is your path [See Step #9 above] and have you started inviting people?”

Do NOT come to a 1-on-1 call and ask “How do I get started with building?” Do NOT come to a 1-on-1 call with me without having done all of the steps in this guide, or at least being well on your way!

Once you’ve done all of the above, feel free to reach out and we’ll see what’s what. 😊
Now That You’re In Action… Here’s What To Do Next 😊

Uplevel your mindset.

Watch this video by Seth Risenmay, who explains residual wealth via network marketing and doTerra in particular – and how to do it right. (Aside from being incredibly inspiring, this video will give you a ton of great languaging around network marketing for when you share with other people.)

Creating Residual Income with Seth Risenmay. (Note: This is my ALL TIME FAVORITE doTERRA video. Watch it!) Another great resource: Jennifer’s “Monkey Mind” call.

Commit to daily personal growth.

See the ShareSuccess.com Library for specific book recommendations from our leaders. Two that are must-reads: Go Pro by Eric Worre and Being The STARfish by Neal Anderson (this one is doTERRA-specific).

Familiarize yourself with the comp plan and ranks.

doTERRA has THE best compensation plan in the network marketing industry… and that is not an exaggeration. Watch this video for the comp plan basics, and follow along with the Build Guide.

For ranks, you’ll find everything you need to know in this helpful doTERRA business blog post: Ranks In doTERRA

Familiarize yourself with how to place new Wellness Advocates in your downline.
(“Placement strategy.”)

There are many ways to place your Wellness Advocates and build your doTERRA business. How you place Wellness Advocates in your organization will determine how fast you grow, how quickly you hit rank and how big your residual income.

We have TWO training calls on this that every team member who is serious about building should listen to. Both are given by Robert Fenell, husband & biz partner of Kiyla and one of your upline leaders.
The first is from June of 2015. In this call, Bobby goes over how to build fast to hit rank, which was the strategy our team took in the beginning. Then, after learning and growing, overall the team has switched focus to building slower with a greater focus on residual income. Bobby hosted a call in March of 2016 on how to build for Power of 3 and residual income.

- First call: June 2015
- Second call: March 2016

Which strategies should you use? Both!! In a nutshell, we encourage you to secure your first level Power of 3 bonus first (3 WA’s on your front line all with 100PV LRP) and teach them to do them same. Then, build one leg at a time to reach your next rank, which is Premiere (2 executive legs.)

Ideally these 3 on your front line will be builders, but that is not always the case. Focus on getting your first 3 on your front line with LRP (for your Power of 3) and then do more research and reach out in the groups with your placement questions.

Earn your Power of 3 Bonus.

Set up your business for residual income AND growth with the Power of 3! Here’s a short overview of how the Power of 3 Bonus works. Also listen to this call with Robert Fenell (Kiyla’s hubby and biz partner) on Power of 3 and placement strategies (March 2016 call linked above).

Above All, Have FUN Building Your doTERRA Business!

I hope that this guide has been useful to you! This really is everything I would tell you about getting started building, were we to sit down together.

The most important thing is to just jump in. Make your list, start sharing... and enjoy!

Love & magic,

Elizabeth
Your Upline Leaders

Your immediate upline leader is whoever introduced you to doTERRA! They are your first point of contact with any questions you may have that cannot be answered by doTERRA support (see this page or contact via chat in your back office).

Here are 3 key leaders in your upline:

Elizabeth Purvis
Elizabeth Purvis is a mentor to thousands of women worldwide. She is the founder & creator of Goddess Business School®, the premiere business training for conscious women solopreneurs, and Feminine Magic®, a set of practices to empower women to manifest exactly what they want in life. Her Big Why for doTERRA includes her passion to help women be financially free so that they can be the new models of wealth & success.

Website: http://www.elizabethpurvis.com
FB: https://www.facebook.com/elizpurvis

Jennifer Longmore
Serial entrepreneur, jet-setting 8-figure investor, master intuitive and money coach Jennifer Longmore runs 5 businesses including her doTERRA business and is one of the world’s leading experts on the intuitive healing modality known as the Akashic Records. Jennifer’s team business trainings are extremely popular and feature her uncanny ability to laser in on and bust through money blocks.

Website: http://www.souljourneys.ca/
FB: https://www.facebook.com/jlongmore

Kiyla & Robert Fenell
Homeschool parents of 4 kids, savvy entrepreneurs extraordinaire... Kiyla & Bobby began our team after experiencing the therapeutic benefits of the oils with their youngest son, Enzo, when he was hospitalized with a respiratory infection. They achieved the second highest rank in the company (Blue Diamond) in record time (5 months for what usually takes 3-4 years). Their passion for the oils, love of our team and commitment to doTERRA’s mission make them incredible leaders – you will adore them!

Kiyla: https://www.facebook.com/kiyla.fenell
Bobby: https://www.facebook.com/robert.fenell