



# Live on Purpose Live by Design

Team Alchemy - Indoterra Elite Retreat

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with Paul & Vanessa Jean

# Welcome

Hey there beautiful dōTERRA family,  
Paul and I are thrilled to journey this with you, we are so grateful you said yes to blessing lives and changing the world one drop, one smile, one share at a time.

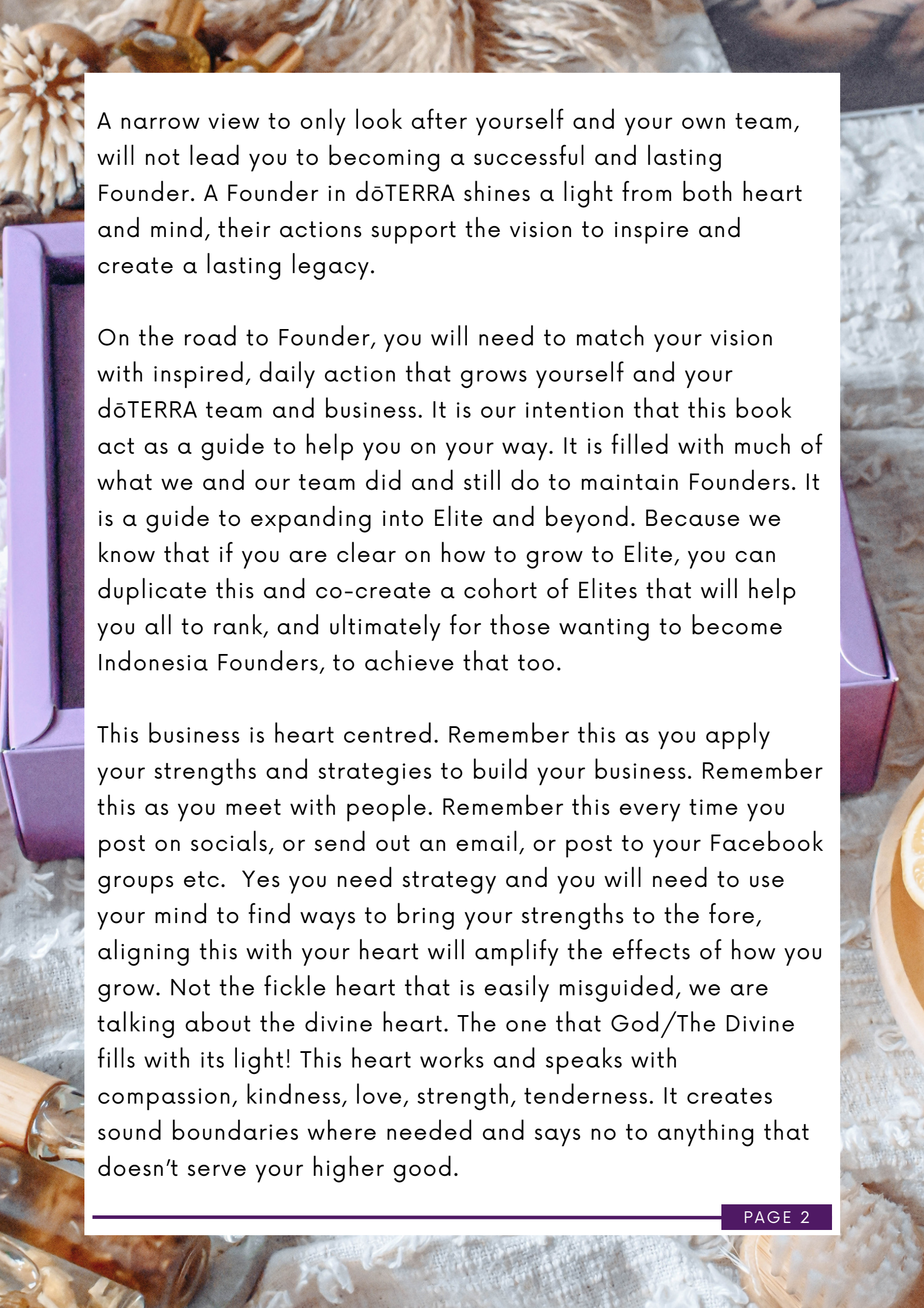
dōTERRA has a huge vision to triple their impact over the coming years. Together, we can all have a part in this. A drop in this huge ocean of love and revolutionising the health care system.

There are many reasons why dōTERRA is such an outstanding company and why they lead the world in the best essential oils and natural solutions to health. Slowly, you will uncover them all. You will learn why they have the best essential oils, collagen, supplements and clean products for home and body.

Something you will rapidly discover is we are a family. We help each other to rise and succeed. We do not fight against the tide of growth for others, because we know their growth supports our own growth as much as our growth supports theirs.

Becoming a dōTERRA founder will teach you this better than anything else. Paul and I hold our title as Founders with love, honour and humility. We see it as representing the way we love to serve all of the dōTERRA community, not only our own team.





A narrow view to only look after yourself and your own team, will not lead you to becoming a successful and lasting Founder. A Founder in dōTERRA shines a light from both heart and mind, their actions support the vision to inspire and create a lasting legacy.

On the road to Founder, you will need to match your vision with inspired, daily action that grows yourself and your dōTERRA team and business. It is our intention that this book act as a guide to help you on your way. It is filled with much of what we and our team did and still do to maintain Founders. It is a guide to expanding into Elite and beyond. Because we know that if you are clear on how to grow to Elite, you can duplicate this and co-create a cohort of Elites that will help you all to rank, and ultimately for those wanting to become Indonesia Founders, to achieve that too.

This business is heart centred. Remember this as you apply your strengths and strategies to build your business. Remember this as you meet with people. Remember this every time you post on socials, or send out an email, or post to your Facebook groups etc. Yes you need strategy and you will need to use your mind to find ways to bring your strengths to the fore, aligning this with your heart will amplify the effects of how you grow. Not the fickle heart that is easily misguided, we are talking about the divine heart. The one that God/The Divine fills with its light! This heart works and speaks with compassion, kindness, love, strength, tenderness. It creates sound boundaries where needed and says no to anything that doesn't serve your higher good.

To finish, remember you are a tribe, a community of wonderful people all wanting the same thing - with your unique twist to it.

**GROW TOGETHER.**

**THRIVE TOGETHER.**

**SUCCEED TOGETHER.**

Let's show the world what Indoterra is all about and what you can achieve with your faith, courage, dreams and huge hearts aligned with your phenomenal leadership and skills!

Trust in dōTERRA and trust in YOU!

You were born to flourish, now is your time to bless and be blessed beyond your wildest dreams!

We love you and are joyously blessed by you. Thank you for saying yes, we are so grateful.

With love,

*Paul + Vanessa Jean*



## YOUR WHY

Your why is the reason you get up in the morning to share and inspire with doTERRA.

## REFLECTIONS

Why are you doing dōTERRA? Your why is your anchor and your fuel. Your why is personal and meaningful to you.

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*Start with Why: How Great Leaders Inspire Everyone to Take Action.*

*“Find Your Why: A Practical Guide for Discovering Purpose for You and Your Team” - by Simon Sinek*

## GOING DEEPER INTO YOUR WHY

Why dōTERRA? Why am I choosing to share dōTERRA? Why these oils? Why do I want to invest my time in dōTERRA? Distil your notes on the previous page into 1 sentence.

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Why is that important to me? Refer to your answer to question 1, write 2-3 sentences.

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Why is that important to me? Refer to your answer to question 2, write 2-3 sentences.

*This is peeling back the layers of your why to get to the core. A Why is emotive, it's emotional, it's energy in motion. It's the thing that pulls you through your darkest hour. Your Why is the thing that inspires you daily, that helps you get through the density that would otherwise stop you. It's why you don't cancel a class when the 19 RSVPs cancel and only 1 shows up.*

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# GOING DEEPER INTO YOUR WHY

Why is that important to me? Refer to your answer to question 3, write 2-3 sentences.

*Feel it, pause if you need to, repeat the statement you wrote down. If you feel stuck, grab an oil/oils to smell, sit up straight, eyes closed and breathe it in and feel what comes up. Why do these oils mean so much to me? Is it to touch as many lives as I can? Is it the quality? Is it the company? Is it the integrity? Take note of the oils you used to go deeper; these can help you anchor in your Why.*

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Aromatic Anchors for your WHY:

Next Rank Blend

Dream Rank Blend



WATCH: Paul Ovens – Going Deeper into your WHY Exercise  
<https://youtu.be/ZOTp26nduoE>

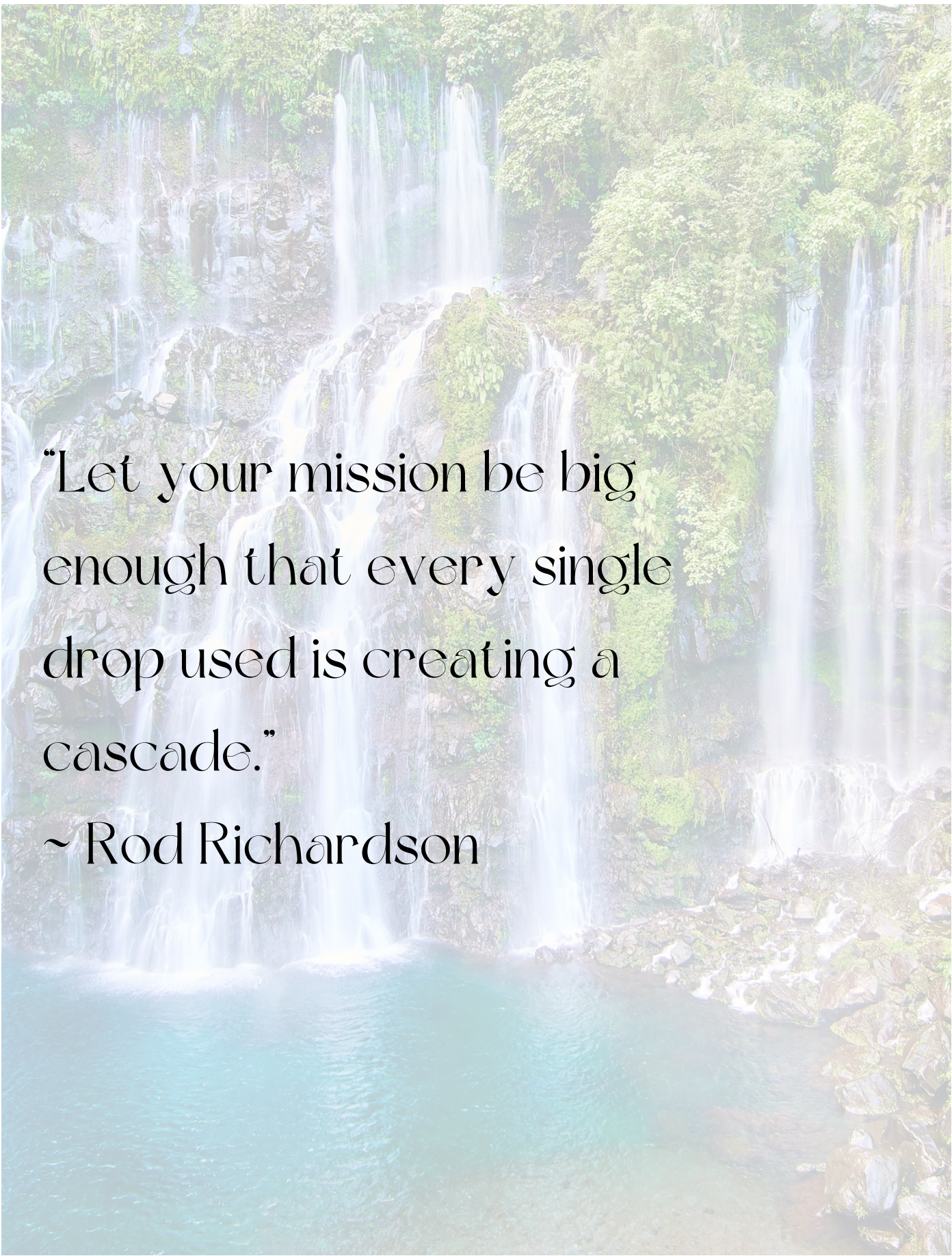
WATCH: Vanessa Jean Connecting to your WHY  
[https://youtu.be/vF1Vz5LM\\_Zg](https://youtu.be/vF1Vz5LM_Zg)



“The Passion Test: The Effortless Path to Discovering Your  
Destiny”  
- by Chris Attwood and Janet Bray Attwood

Also check out The Passion Test: <https://thepassiontest.com/>





*“Let your mission be big  
enough that every single  
drop used is creating a  
cascade.”*

*~ Rod Richardson*



# What is the best thing that can happen if I step into this fear?

Faith is needed in every season of life, it allows us to take the next step when we do not know what is ahead. Fear of the unknown is common among humans who like to control everything and plan for as much as possible. When you have faith, you are invited and encouraged to be strong and courageous during challenging and fearful times. With faith you know that the God, or however you relate to the Divine is always by your side.

Reflect on the seasons of your life and how you have navigated the challenges and your darkest hours.

When you run your own business, long term it is the most freeing and joyful life that's you create for yourself and your family. Short term, it can push buttons, trigger fears and anxious feelings. To better journey these moments so that you do not 'give up' and prematurely throw in the towel, take time to really get a sense of what you are choosing by saying yes to running your own business.



dōTERRA and we as a team have many resources, they will not change your outlook however, that has to come from within. Have a strong mindset and understanding that you will need to put in 2-5 years to really create a strong foundation for your dōTERRA business to thrive.

A Beautiful essential oil blend to help you overcome your fears and walk forward with a courageous heart:

## Juniper Berry Geranium Green Mandarin Wild Orange




Juniper Berry - Fear | Protection |  
Discovery ~ I see that in the darkness lies  
what I am yet to embrace.

Geranium - Equality | Self-love | Generosity  
~ I open myself to give love and to receive  
love.

Green Mandarin - Unconditional love |  
Inner child | Receiving ~ I listen to the  
whisperings of my heart.

Wild Orange - Harmony | Manifestation |  
Abundance ~ I choose to live joyously this  
day.



*“It always seems  
impossible until it’s done”  
Nelson Mandela*



## TIME

*A huge misnomer and excuse that many people use is that they do not have enough time.*



Here is the truth, we all have exactly the same hours in a day, so what is the difference between those who succeed and those who do not?

- Prioritise what matters
- Have a strong why
- Follow the basic PIPES so that you are leading your day with meaningful, impactful activities that add to your business
- Unwavering belief in the product and the company
- Solid foundations



## Remember this...

Time will bend in favour of your priorities.

You have 168 hours each week.

If you work 40 hours and sleep 8 hours, that leaves 72 hours for other things per week.

When you focus on what matters - you create the life of your dreams.

-Ange Peters

Look at what is your 'normal' now, and then write down what you would like your new normal to be. Keep it simple and meaningful.

For example:

- Fresh flowers in our home each week.
- A cleaner to help with our home.
- Purchase and take dōTERRA supplements daily.
- Saying no to 'obligations' and saying yes to what lights me up and brings me joy.
- Focusing on what grows my business and mySELF so that I can be the best version of myself for my family and my expanding biz.
- Traveling the world for our business with Paul and Arielle.



# REFLECTIONS

What is your new normal going to be?

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What is it you are going to focus on?

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Notes:

What will bring you joy and inspire you to wake up every day and serve with heart as you grow your dōTERRA biz?

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## TRANSFORMATION

# Key Ingredients for transformation in your life and dōTERRA business.

- ✓ Set clear goals - both micro and macro goals.  
You want to set goals for anything that is time-bound, like ranks, number of enrolments and classes/gatherings/1:1's per month and mentoring.
- ✓ Create space for time for yourself doing what you love and rest/relaxation time.  
For example; going for walks, time in nature, time with family, friends and loved ones, exercise, dates with your beloved.
- ✓ Take consistent, daily and weekly action. Remember that success does not come from what you do occasionally, or when you 'feel like it', it comes from steady, consistent, meaningful actions. This is what creates growth and strong foundations for your business long-term.

Choose something simple to create a positive change with.

**This would be 2x2x2+1**

**2 new contacts per day**

**2 new follow ups per day**

**2 gatherings or 1:1 per week**

**1 collaborative event with your team per month.**

Additionally, or included in this could also be collaborations with existing businesses where you have similar community interests and your passions bring new people to each others' business for mutually beneficial growth.

With consistent, meaningful actions taken daily you create new habits and this increases your productivity and outcome for success.

- ✓ Create daily routines that bring you more ease, and more joy. This will reduce stress, help eliminate decision fatigue and help you remain disciplined in what matters most. This is how you create your 'new normal' and live an expansive, free and successful life while being healthy, joyous and purposeful.



- ✓ Create healthy boundaries. This means that you do not have to be available 24/7, you do not need to have all the answers and you encourage healthy growth of you fellow business allies in dōTERRA and your customers.

You can do this in many ways, for example; when you enrol new customers have them download an essential oil app (we love EoE Books = Essentials of the Earth) so that they can learn on the go and be empowered to find their way and search for the answers they need themselves. Because believe us when we say - you will build a burdensome rod for your back if you become the 'go to' person for everything. You will become fatigued, resentful and likely burnout as your team grows and grows.

Further to this - let your team know the times you are available (between \_+\_ time) so that they are clear. This can change as and when you need over time.

- ✓ Live and breathe the dōTERRA culture and the products. Use the products, teach how you use them and transform your life in positive ways then share those stories. Your People want to hear from you - they will enrol and say yes because of YOU. Create daily habits and routines that help create the new you, so that you can live your dreams and create the future you are saying yes to.

Create a daily routine. Live it. Share it. Embody that which you desire!



# REFLECTIONS

What are your business goals?

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What do you love to do for YOU?

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**Inspiration Blend**

**Citrus Bliss  
Spearmint**

*“Joyful, focused, centred  
and empowered. Life is  
filled with dreams.”*

What actions will you start taking daily/weekly?

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# REFLECTIONS

Your new daily routine looks like...

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Product wish list -

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Notes:

What boundaries do you need to implement?

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# success

## SCHEDULE

Success is scheduled!

Schedule your 2x2x2+1 in the bottom calendar and see how little time it takes to start building your financial pipeline.

*Success is the sum of small e orts, repeated day in and day out.*

- Robert Collier

2 New Contacts Daily - Reach out to 2 new people from your warm market list

x

2 Follow-ups Daily - Invitees who didn't attend or attendees who haven't yet enrolled

x

2 Intro Classes Weekly - Use the Empower Kit to educate and inspire

+

1 Team Event Monthly - Collaborate with all leaders in an area to host a product and business training with recognition and personal development. Reach out to leverage specific talents of people across all teams.

WEEK 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
<b>P</b> REPARE • Plan & strategize - 15 min • Personal development - 15 min • Attend training - 60+ min • Receive mentoring - 30 min	#	#	#	#	#	#	#	#
<b>I</b> NVITE • 2 New Contacts/daily - 30 min • Share ails or opportunity - 15 min • Invite to learn more - 5 min • Remind to attend - 5 min	#	#	#	#	#	#	#	#
<b>P</b> RESENT • 2 Intro Classes/week- 6-8 hrs • Send video presentation - 5 min • Attend with guest - 1-2 hrs	#	#	#	#	#	#	#	#
<b>E</b> NROLL • 2 Follow-ups/day - 30 min • Enroll new Wellness Advocate - 20 min • Enroll in LRP - 45 min • Commit to host - 10 min • Commit to build - 45 min	#	#	#	#	#	#	#	#
<b>S</b> UPPORT • 1 Monthly Team Event • Launch builders - 1 hr • Train & support events 30+ min • Mentor builders- 30 min-1 hr • Nurture relationships - 10 min	#	#	#	#	#	#	#	#
<b>DAILY TOTAL</b>	#	#	#	#	#	#	#	#
WEEK 2	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
<b>P</b> REPARE • Plan & strategize - 15 min • Personal development - 15 min • Attend training - 60+ min • Receive mentoring - 30 min	#	#	#	#	#	#	#	#
<b>I</b> NVITE • 2 New Contacts/daily - 30 min • Share ails or opportunity - 15 min • Invite to learn more - 5 min • Remind to attend - 5 min	#	#	#	#	#	#	#	#
<b>P</b> RESENT • 2 Intro Classes/week- 6-8 hrs • Send video presentation - 5 min • Attend with guest - 1-2 hrs	#	#	#	#	#	#	#	#
<b>E</b> NROLL • 2 Follow-ups/day - 30 min • Enroll new Wellness Advocate - 20 min • Enroll in LRP - 45 min • Commit to host - 10 min • Commit to build - 45 min	#	#	#	#	#	#	#	#
<b>S</b> UPPORT • 1 Monthly Team Event • Launch builders - 1 hr • Train & support events 30+ min • Mentor builders- 30 min-1 hr • Nurture relationships - 10 min	#	#	#	#	#	#	#	#
<b>DAILY TOTAL</b>	#	#	#	#	#	#	#	#

Success Planner pages are available for purchase or download at [sharesuccess.com/planner](http://sharesuccess.com/planner)

WEEKLY TOTAL




WEEK 3	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
<b>P</b> REPARE • Plan & strategize - 15 min • Personal development - 15 min • Attend training - 60+ min • Receive mentoring - 30 min	#	#	#	#	#	#	#	#
<b>I</b> NVITE • 2 New Contacts/daily - 30 min • Share oils or opportunity - 15 min • Invite to learn more - 5 min • Remind to attend - 5 min	#	#	#	#	#	#	#	#
<b>P</b> RESENT • 2 Intro Classes/week- 6-8 hrs • Send video presentation - 5 min • Attend with guest - 1-2 hrs	#	#	#	#	#	#	#	#
<b>E</b> NROLL • 2 Follow-ups/day - 30 min • Enroll new Wellness Advocate - 20 min • Enroll in LRP - 45 min • Commit to host - 10 min • Commit to build - 45 min	#	#	#	#	#	#	#	#
<b>S</b> UPPORT • 1 Monthly Team Event • Launch builders - 1 hr • Train & support events 30+ min • Mentor builders- 30 min-1 hr • Nurture relationships - 10 min	#	#	#	#	#	#	#	#
<b>DAILY TOTAL</b>	#	#	#	#	#	#	#	#

WEEK 4	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
<b>P</b> REPARE • Plan & strategize - 15 min • Personal development - 15 min • Attend training - 60+ min • Receive mentoring - 30 min	#	#	#	#	#	#	#	#
<b>I</b> NVITE • 2 New Contacts/daily - 30 min • Share oils or opportunity - 15 min • Invite to learn more - 5 min • Remind to attend - 5 min	#	#	#	#	#	#	#	#
<b>P</b> RESENT • 2 Intro Classes/week- 6-8 hrs • Send video presentation - 5 min • Attend with guest - 1-2 hrs	#	#	#	#	#	#	#	#
<b>E</b> NROLL • 2 Follow-ups/day - 30 min • Enroll new Wellness Advocate - 20 min • Enroll in LRP - 45 min • Commit to host - 10 min • Commit to build - 45 min	#	#	#	#	#	#	#	#
<b>S</b> UPPORT • 1 Monthly Team Event • Launch builders - 1 hr • Train & support events 30+ min • Mentor builders- 30 min-1 hr • Nurture relationships - 10 min	#	#	#	#	#	#	#	#
<b>DAILY TOTAL</b>	#	#	#	#	#	#	#	#

WEEK 5	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
<b>P</b> REPARE • Plan & strategize - 15 min • Personal development - 15 min • Attend training - 60+ min • Receive mentoring - 30 min	#	#	#	#	#	#	#	#
<b>I</b> NVITE • 2 New Contacts/daily - 30 min • Share oils or opportunity - 15 min • Invite to learn more - 5 min • Remind to attend - 5 min	#	#	#	#	#	#	#	#
<b>P</b> RESENT • 2 Intro Classes/week- 6-8 hrs • Send video presentation - 5 min • Attend with guest - 1-2 hrs	#	#	#	#	#	#	#	#
<b>E</b> NROLL • 2 Follow-ups/day - 30 min • Enroll new Wellness Advocate - 20 min • Enroll in LRP - 45 min • Commit to host - 10 min • Commit to build - 45 min	#	#	#	#	#	#	#	#
<b>S</b> UPPORT • 1 Monthly Team Event • Launch builders - 1 hr • Train & support events 30+ min • Mentor builders- 30 min-1 hr • Nurture relationships - 10 min	#	#	#	#	#	#	#	#
<b>DAILY TOTAL</b>	#	#	#	#	#	#	#	#





“Everything is created  
twice. First in the mind,  
then through action”.

~ Robin Sharma. The Monk  
who Sold his Ferrari.



2024

Choose a word that will encompass what you are choosing to step into for 2024 in your dōTERRA business and life. If you cannot choose one word, no problem, maybe there is a scripture or affirmation or quote that you would love to lean into.

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Choose a song to anchor with (optional, very effective)

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What areas would you like to grow and develop yourself?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Choose an essential oil or blend to anchor this with.

In what ways would you like to grow and expand your business?

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2024 CONTINUED

What inspires growth for you?

Horizontal lines for writing.


Who is an inspiration to you?

Horizontal lines for writing.

What stories do you tell yourself and sell to yourself over and over again, that keep you small and prevent you from succeeding?

Horizontal lines for writing.

Invite the New Blend
Juniper Berry
Black Pepper
Bergamot
Lime
Sandalwood
'I am grateful, my heart is open to the new, joy and abundance.'



“I’m made of music. I’m  
made of dreams. I’m made  
of love.”

~ Dolly Parton

Dolly Parton- being interviewed and sharing why she never wants to retire. She says her music and creating music is her joy and her job. She has a strong WHY and is deeply connected with the pulse of her business and God’s grace.



BE THE LEADER YOU WANT  
YOUR LEADERS TO BE

What does this mean to you?

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Who is your ideal person that you would love to build a dōTERRA business with?

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**Joyful Connection Blend**

Cassia  
Clove  
Cinnamon Bark  
Wild Orange

*“I invite love, warmth and deep meaningful connections into my life.”*

What kind of leadership do you want to attract?

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## DRESS LIKE A DIAMOND

# Dress to embody the future you are calling in.

As we grew our dōTERRA team, we would embody this. No matter where we went, what we were doing, we would dress to embody the future we were calling in.

Be the leader you want your leaders to be, also means dressing for success and respect. If you are always in your daily 'home ware' and not really putting any effort into what you wear when you present and train, how are people going to take your leadership seriously and how will that foster taking this business seriously?

This does not mean you need to be uncomfortable. It simply means dress in something you feel beautiful/handsome and empowered in.

This does not mean traditional corporate gear, and uncomfortably high heeled shoes - Be well groomed and neat. Let your personality shine through what you choose to wear.



# REFLECTIONS

What does this new version of you look like, dress like, walk like and act like?

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What are you choosing to embody?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

You are growing towards dōTERRA founder, or a certain rank, or income... whatever it is, this is your business so treat it with respect.

Create a blend that anchors you with what you are growing towards.

Don't save dressing up for 'special occasions'. Everyday is a special occasion when you meet with others to invite them to a new way of life and living.





WATCH: Ranking with Consciousness - a Meditation with Vanessa Jean <https://youtu.be/vEcSIfZZlhA>

WATCH: Beacon of Light Meditation with Vanessa Jean <https://youtu.be/6N7FAeWKths>

WATCH: Connecting with the Heart of your Business with Vanessa Jean <https://youtu.be/AN0mVzinptI>

# Celebration Blend

Frankincense

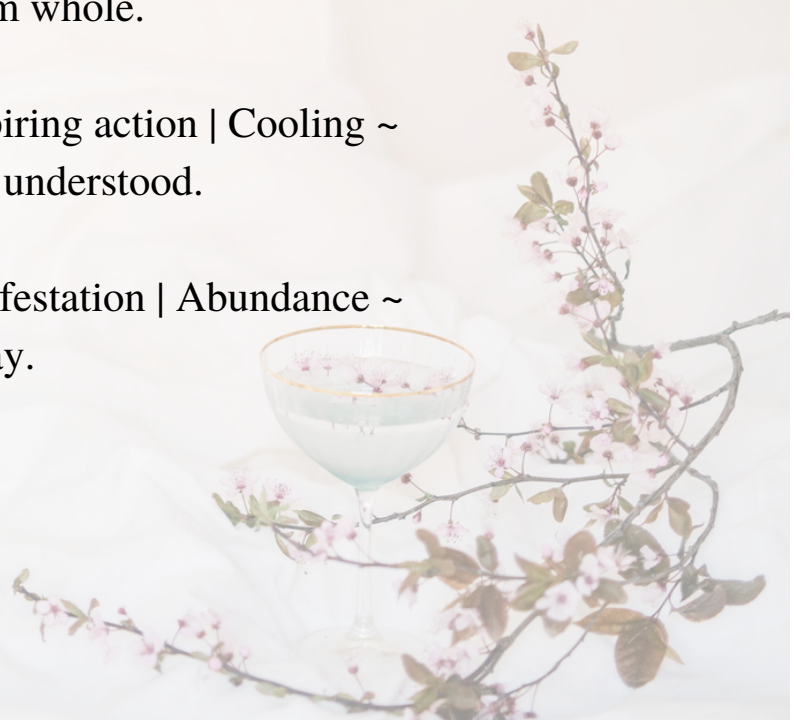
Peppermint

Wild Orange

Frankincense - Enlightenment | Divinity | Magnificence  
~ By the light of the Divine I am whole.

Peppermint - Revitalising | Inspiring action | Cooling ~  
I seek to understand, then to be understood.

Wild Orange - Harmony | Manifestation | Abundance ~  
I choose to live joyously this day.



## TEXT BLITZ

# Jump start your business now!

Did you know that 90% of text messages are read within just three minutes? With this in mind, the Text Blitz objective is to secure as many class schedules or appointments as possible via text messaging. Enrolment is even better, so here are some helpful texting tips to keep in mind:

- ✓ Keep your messages short, sweet, and simple.
  - ✓ Be genuine and authentic in your approach.
  - ✓ Don't be afraid to hear "no."
  - ✓ Overcome any fear or hesitation you may have.
  - ✓ Use copy-and-paste to save time and maximize efficiency.
  - ✓ If you have any doubts, just click SEND.
  - ✓ Aim to contact as many individuals as possible.
- Ensure no one is left off the text list, except for those
- ✓ who are participating in the blitz.



Here are some script ideas for you to try...

"Hey Sarah, I'm in a contest to schedule the most essential oil classes in June, will you host one for me? Usually 4-7 people."

**"Hi Sarah, I know you love the oils, will you host a class of 4-7 people in June so we can help more people learn about them?"**

"Hi Sarah, I have a goal to teach 5 dōTERRA classes in the next few weeks, will you help me out and host one? 4-7 people is the ideal size."

**"Hey Sarah, will you help me out by hosting a dōTERRA class in June? I have a great host gift for you."**

"Hey Jane, are you open to natural ways to take care of your health? I've begun teaching people how to use essential oils to improve their health and I have a few essential oil gift packs I've been sharing. Would it be okay if I gave you one of these gift packages?"

**"Hey Jane, are you open to natural ways to take care of your health? I'm teaching people how to use essential oils, are you open to hosting a class for me?"**

"Hey Jane, can you do me a favour? I'm in a contest for the next 20 minutes to schedule the most workshops to teach people how to use essential oils to take care of their health."

# REFLECTIONS

Which text scripts were your favourites?

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Write down your own text script here that sound like 'you' and you think will be effective:

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# Customer Text Blitz Tracker

Name:

Phone:

Email:

	Yes	No
Have they attended a class before?	<input type="checkbox"/>	<input type="checkbox"/>
Did they reply to your text?	<input type="checkbox"/>	<input type="checkbox"/>
Would they like to host a class?	<input type="checkbox"/>	<input type="checkbox"/>
Are they interested in essential oils?	<input type="checkbox"/>	<input type="checkbox"/>

NOTES:





# Customer Tracker

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

- Enrollment Kit
- Oil reference book/app

**During Lifestyle Overview :**

- Take notes as they fill out these sections below in their *Live* guide.
- Use this form to track the Wellness Consult details with new enrollees.

**1 LIFESTYLE OVERVIEW**

Top Health Priorities for them or their family	90-Day Goals	Solutions They Have or Need
1.		
2.		
3.		

**2 DAILY WELLNESS PLAN**

Morning	Afternoon	Evening
1.		
2.		
3.		
<b>Daily Wellness Habits</b> <input type="checkbox"/> dōTERRA Lifelong Vitality Pack® <input type="checkbox"/> Frankincense <input type="checkbox"/> ZenGest + TerraZyme® <input type="checkbox"/> dōTERRA OnGuard® <input type="checkbox"/> Lemon <input type="checkbox"/> MetaPWR Active Blend	<input type="checkbox"/> ZenGest + TerraZyme® <input type="checkbox"/> dōTERRA Balance® <input type="checkbox"/> dōTERRA Lifelong Vitality Pack® <input type="checkbox"/> MetaPWR Advantage	<input type="checkbox"/> ZenGest + TerraZyme® <input type="checkbox"/> PB Assist+® <input type="checkbox"/> Lavender <input type="checkbox"/> MetaPWR Assist

**3 90 DAY WELLNESS PLAN**

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

**WISH LIST ITEMS:**

\_\_\_\_\_

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# CLASS PLANNER



Host: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Location: \_\_\_\_\_ Presenter: \_\_\_\_\_

Meet together as host and presenter to plan the class and split responsibilities.

## 1. PREPARATIONS

Prepare attendees by following the *Class Invite List* (on reverse)

Prepare Room

- Comfortable seating
- Lighting and well-ventilated
- Create a space for presenter to teach from with a simple product display area

Refreshment Options - [sharesuccess.com/classfood](http://sharesuccess.com/classfood)

- Water to drink
  - Optional: add Lemon, Wild Orange, Grapefruit/Cassia, or Slim & Sassy
- Food ideas:
  - Apples in OnGuard or Wild Orange water
  - Yogurt fruit dip with Cassia
  - Guacamole with Lime
  - Chocolate with Peppermint

## 2. PRESENTATION

Host Shares:

**Class 1**

Share oil experience  
Intro and edify Presenter

**Class 2**

Share oil experience  
Portion of class

**Class 3**

Beginning  
Ending/Close

Class Tools

- *Drawing Entry*
- Class Handouts
- *Wellness Wish List*

Teaching Helps

- Oils for experiences
- Product to display (LLV, any specials, etc.)
- Diffuser
- *Modern Essentials Books*
- Pens/Pencils
- Optional:
  - Giveaways/Hostess Gifts
  - Demonstration materials
  - *Product Guides*
  - Other Class Handouts and/or product info

Closing Tools

- *Product Order Forms*
- *Choose a Kit or Enrollment Kit fliers*
- *IPC Agreement Forms*
- *Wellness Consult Certificates*
- *Live Guide*
- *Share Guide*
- *Build Guide*
- *Book a Class* and Calendar to book classes and Wellness Consults
- \* Ideal closing support: 1 IPC per 3-4 guests

## 3. NEXT CLASS

Host: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Location: \_\_\_\_\_ Presenter: \_\_\_\_\_

\*Download more Class Planner pages at [sharesuccess.com/classplanner](http://sharesuccess.com/classplanner)

# CLASS INVITE LIST

**PREQUALIFY:**  
Have you had  
experience  
with...?

Use the space below to list the names of those with whom you would like to share and invite. Prequalify and then engage your invitees using the 4 Interactions

Natural health	Essential oils	dB TERRA	Name		The 4 Interactions:			
			Health Concern	Phone Email	Share Oil Experience	Follow-up & Invite	48 Hr. Phone Reminder	4 Hr. Text Reminder



Gratitude Blend

Green Mandarin

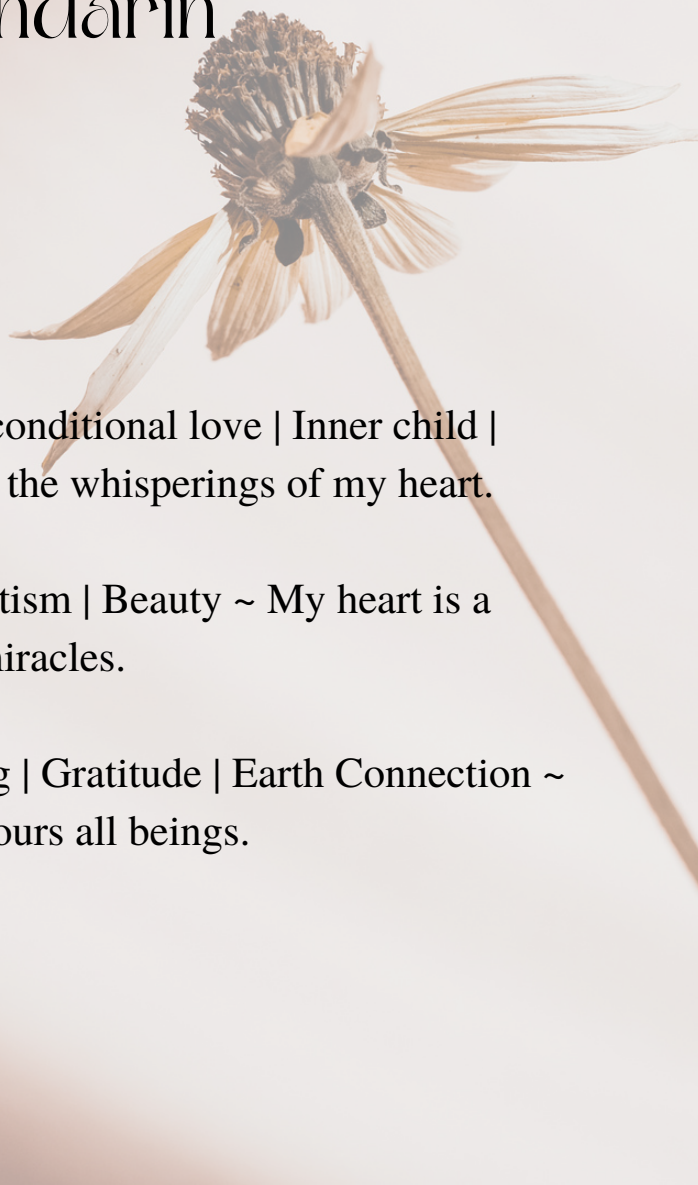
Rose

Spikenard

Green Mandarin - Unconditional love | Inner child |  
Receiving ~ I listen to the whisperings of my heart.

Rose - Desire | Magnetism | Beauty ~ My heart is a  
magnet for love and miracles.

Spikenard - Honouring | Gratitude | Earth Connection ~  
My grateful heart honours all beings.





## FACEBOOK COMMUNITY

# How to build a Facebook community and sell more!

Picture this: a bustling digital community of like-minded individuals, all gathering around your brand, discussing, connecting, and even buying your products!

Sounds like a dream, right? Well, it's possible and it's all thanks to Facebook groups! These little online hubs are the perfect way to build a real relationship with your audience and skyrocket your sales by building up trust and familiarity with your members. Plus, it's a low-cost and easy way to establish yourself as the ultimate expert in your niche!

But hey, don't feel bad if your Facebook group hasn't exactly set the world on fire yet. Many business owners pour loads of energy into their groups only to see them fizzle out. The good news is that there are some simple solutions to this problem, and we've got all the juicy details on the following pages.

## 1 - Creating a Facebook Group: 5 Types to Choose From

If you're thinking of building a community on Facebook, the first step is to determine what kind of group you want to create. Here are the five types of Facebook groups to consider:

**Interest:** Connect with people who share your interests or passions.

**Action:** Join forces with individuals who want to make a difference.

**Place:** Unite people based on geographic boundaries.

**Practice:** Connect with professionals or people who engage in similar activities.

**Circumstance:** Bring together individuals who have been affected by external events or situations.

## 2 - Determine your Purpose

Before creating a Facebook community, it's important to identify the reasons why you want to create one. Here are the top 10 reasons why having a Facebook community can be beneficial:

1. Directly market to your target audience
2. Increase exposure to a global audience
3. Scale your business operations with one-to-many communication
4. Gain organic growth and referrals through member sharing
5. Build relationships, increase rapport, trust, and likeability



6. Members can share their knowledge, expertise, and best practices with one another.
7. Establishing credibility with your target market can increase your influence and authority.
8. Being part of a community ensures that you remain top-of-mind with your market.
9. You can achieve more sales with less effort, without incurring promotional costs or using sales tactics.
10. A sense of community and belonging can be a valuable asset.

There's no such thing as having too many! Write down your top 5 reasons and attach a sticky note to your computer or laptop. These will serve as a reminder and keep you motivated, particularly in the early stages of forming a group.

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### 3 - Defining Your Facebook Group's Target Audience

Defining your target audience is crucial to success in building a thriving Facebook community. To ensure that your group is a hit, it's essential to comprehend the the people you're seeking to attract. Here are some questions to consider when identifying your target audience:

- What is their job title?
- What are their interests and passions?
- What are their aspirations?
- What topics are they most interested in learning about?
- What are the most common keywords they use to search for information?

Answering these questions can help you tailor your group's name, description, and marketing, ensuring that you attract the right audience.

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## 4 - Creating an Effective Facebook Group Title

- Incorporate Relevant Keywords

To capture the attention of your specific audience, it's crucial to create a group name that uses keywords relevant to your niche. Choose a name that will show up in search results so that your target customers can find it organically.

- Avoid Replicating Your Business Name

Naming your Facebook group after your business may not always be the best strategy. Most people are interested in a specific topic, not necessarily your business. So, naming your group after your business could lead to it being ignored and forgotten.

- Clearly Define Your Group's Purpose

Your group name should clearly define its purpose, what it offers to members and who it is for. Avoid giving your Facebook group a unique name that does not clearly define its purpose. A clearly defined group name will attract the right people and help it be easily found by those interested in your topic.

By following these guidelines, you can create a Facebook group that stands out and attracts the right audience.

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## 5 - Crafting an Engaging Group Description

To attract the right people to your group, it's essential to create a compelling description. The description section is an excellent opportunity to communicate the group's purpose and benefits to prospective members. Incorporating keywords into your description will help your group surface in organic search results for relevant queries.

It's important to keep the focus on what members will gain from being part of the group, such as the results they can expect and the experience they'll have. Avoid making the description about yourself, your business, or your services and products.

Lastly, don't forget to include your website address and email contact information. This will enable interested individuals to learn more about you and reach out if they wish.

## 6 - Optimizing Your Group with Keyword Tags

In the group settings, you can select keywords that best describe the nature of your group. By choosing appropriate keywords, you can ensure that your group is easily discoverable. To add the keyword tags, visit the 'edit group settings' page, select 'tags' and enter your top Google search keywords.

## 7 - Choosing the Appropriate Privacy Settings for Your Facebook Group

When creating a Facebook group, one of the most important decisions you'll make is determining whether it should be public, closed, or secret. You can change this setting at any moment while the group contains less than 5,000 members. Here are the benefits and drawbacks of each option:

- Secret groups cannot be discovered through searches and are only visible to members. To the outside world, the group doesn't exist. It's an excellent option if you're using it as a student-only community for your paying learners. However, if you want your group to grow quickly, it's not recommended since it will be limited to the people you invite.
- Public groups are visible to anyone, including non-members, and all posts within the group can be accessed. This is ideal if you want it to function like a page. However, keep in mind that people are less likely to engage in open environments when they believe the entire world can see. Furthermore, public groups offer no incentive to join since everything is accessible to everyone, and fostering a community feeling is less likely as connections and relationships are less likely to develop in the public eye.
- Closed groups are visible to anyone, but only members can see posts. People must request to join the group, and administrators can approve or deny requests. This is the most popular option since it strikes a balance between privacy and growth. It gives potential members a sense of exclusivity while still allowing the group to expand.

In conclusion, consider your group's purpose, size, and target audience when determining which privacy setting is best for you.

## **8 - Creating an Eye-catching Group Cover Image**

First impressions are everything, and in the world of social media, an attractive cover image is crucial to your group's success. A custom cover image can increase join requests, while a group without one can appear incomplete and neglected.

The dimensions for a Facebook cover image are 284px x 784px, but don't worry if design isn't your strong suit. Websites such as [Canva.com](https://www.canva.com) provide free Facebook group cover image templates to make the process easier.

Remember, the cover image doesn't have to be a masterpiece. However, it's important to ensure that the group name is visible and not cut off or distorted when viewed on mobile devices. Before publishing your image, double-check how it appears on mobile devices to avoid any resizing issues.

## **9 - Welcome Video**

People connect with people, and the best way to achieve this is by seeing each other's faces. As the group leader, you are the face of the group, an extension of who you are. Create a brief welcome video (no more than two minutes) and pin it to the top of your group to greet new members.



## 10 - Use Your Personal Facebook Profile for Business

### Promotion

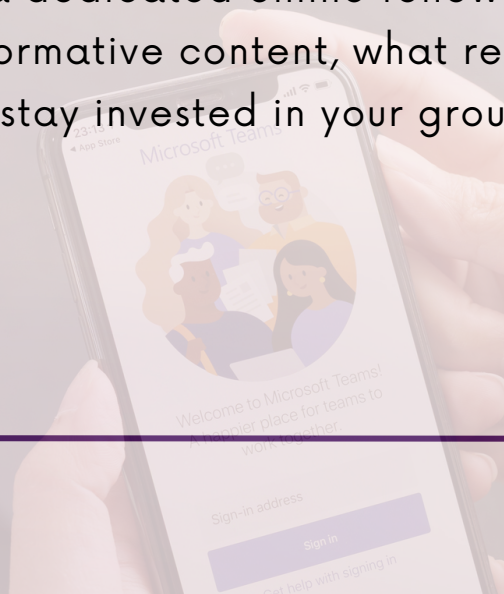
Using your personal Facebook profile for business activities should be done with caution since Facebook discourages this practice and has specific rules. Before you conduct any business from your personal pages, make sure you are aware of these rules.

Within these guidelines, however, using your personal profile can be an effective way to grow your following. By having people follow your personal profile, even without being your friend, they can view your public posts and become interested in you and your chosen topic.

This can be an excellent opportunity for free advertising! Anyone following you will receive notifications of every post or livestream you send out. Sharing your articles, videos, and other informative content from your personal profile can help you gain more followers and promote your Facebook group and online courses.

## 11 - The Power of Generous Content Creation

It's no secret that content is king when it comes to growing and maintaining a dedicated online following. Without engaging and informative content, what reason do your members have to stay invested in your group?



To truly help your members achieve their goals and objectives within your area of expertise, you need to be generous with the content you share. By providing valuable and implementable strategies, your group is more likely to become the go-to source of information for your audience.

To generate content ideas, you can turn to the all-knowing Google. Start by listing the keywords and phrases that your audience typically use when searching for information in your field. Then, use these keywords in a Google search and add terms such as "Why," "How," "Are," and "What." By doing so, Google will provide a list of the most searched for questions and related topics.

Use these questions as inspiration for your own content creation or as conversation-starters within your group. By consistently producing helpful and informative content, you'll build a loyal following and establish your group as an authority in your field.

## **12 - Encouraging Engagement within your Group**

When it comes to group dynamics, size isn't everything. Rather, it's about how active and engaged the members are. As the group owner, it is your responsibility to create an environment that fosters daily conversation and interaction. Here are some tips to encourage engagement:

- Begin conversations with open-ended, thought-provoking questions.
- Share a statement or industry news and ask for others' opinions.
- Encourage members to share anything they like, whether it's how they're feeling, what they're working on, or details about their business.
- Use the "polls" feature to create polls.
- Establish a daily theme or topic with a featured hashtag.
- Create "like ladders" where members can share their own groups or Facebook pages.

By being attentive and responsive to others' contributions, comments, and questions, you will foster an environment where people feel heard. Taking the time each day to respond is all it takes to keep the conversation flowing.

### **13 - Providing Excellent Service to Your Facebook Group Members**

It's important to answer each question and respond to every comment, going above and beyond to provide the best answers possible. Happy customers are great referral sources and can bring in a lot of business.

Pursuing these steps can be a huge kick start to your business and create a great place for communication and education. Once you start your Facebook Group be sure to add us!



## MAILING LIST

Email marketing is a cost-effective way to reach new customers and grow your brand.

There are several reasons why you should use email marketing:

- **Cost-effective:** Email marketing is one of the most cost-effective ways to reach a large number of people. Small businesses can send out newsletters, promotional emails, and other types of content to their subscribers without having to spend a lot of money.
- **Builds relationships:** Email marketing allows small businesses to build relationships with their customers. By sending out personalized emails and offering exclusive discounts or promotions, businesses can create a loyal customer base.
- **Measurable:** Email marketing provides small businesses with measurable results. Business owners can track open rates, click-through rates, and conversion rates to determine the effectiveness of their email campaigns.

- Targeted: Small businesses can use email marketing to target specific groups of people based on their interests and behaviours. This ensures that the right people are receiving the right messages.

Here are some tips to get started:

- Build your email list: Before you can start sending emails, you need to have a list of subscribers. You can collect email addresses through sign-up forms on your website, at events, or through social media.
- Choose an email marketing service: There are many email marketing services available, such as Mailchimp, Flodesk, Constant Contact, and Campaign Monitor. Choose one that fits your needs and budget.
- Craft your message: Your email should have a clear purpose and call-to-action. Whether you're announcing a sale or promoting a new product, make sure your message is concise and engaging.
- Design your email: Make sure your email is visually appealing and easy to read. Use images and formatting to break up text and make your message more interesting.

- Test and track your emails: Before you hit send, make sure to test your email on different devices and email clients. You should also track your email open and click-through rates to see how your campaigns are performing.

By following these steps, you can create effective email campaigns that engage your audience and drive sales and education.

Overall, email marketing is a powerful tool for small businesses looking to expand their reach and build relationships with their customers. By creating engaging content and targeting the right people, businesses can see significant growth in their sales and brand awareness.



## LEADERSHIP AND BECOMING A DOTERRA FOUNDER

# Co-Creating a Bountiful Harvest and Fruitful Season of Growth.

## REFLECTIONS

Where would it serve me and the growth of my business most, to bring my focus to now?

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With the hours I have, what do I choose to do to create a bountiful business as I grow in my leadership?

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# GOING DEEPER

How can one best communicate these goals with my team?

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# GROWING AS LEADERS AND DEVELOPING INTO FOUNDERS

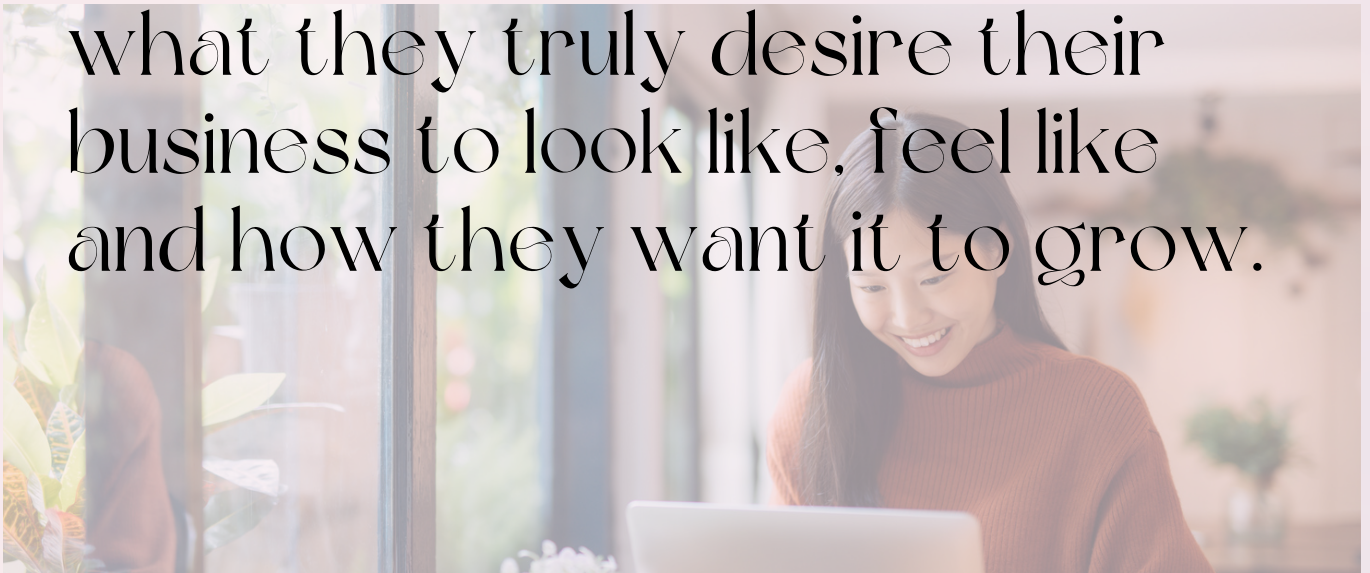
Keys to success:

- ✓ Align inspired action daily.
- ✓ Identify key activities and principles that are crucial to your business success.
- ✓ Explore ways to invite your team to engage in meaningful activities of growth with you.
- ✓ What strategies are you ready to apply to streamline your day and week.
- ✓ Effective communication is essential to your and your teams growth.
- ✓ Stand empowered and take responsibility always for your growth, actions and communication style.
- ✓ Change what needs changing and learn from those you know, trust and respect that are leading and growing the ways you would like to be.



## LEADERSHIP AND FOUNDERS IN DOTERRA

When we begin this journey into a dōTERRA business, many overlook the importance of what they truly desire their business to look like, feel like and how they want it to grow.



Oftentimes, people also overlook the value of taking time to consider the kind of people they want to work with and attract into their expanding business.

It is important to think about the kind of leadership you want in your downline and to become that. Who you are is seen, felt and received on subtle levels as well as the more overt and obvious ways you are seen in your leadership.

Think about the kind of culture you want to cultivate in your dōTERRA business and community.

Set an intention for the kind of leaders, community and culture you wish to grow alongside.

What aspects do you desire in yourself as a leader and founder and in others that are joining you.

Here are some examples, add your own and highlight any that resonate with you, to help you formulate a clear picture of what you are calling forth for your community.

Examples:

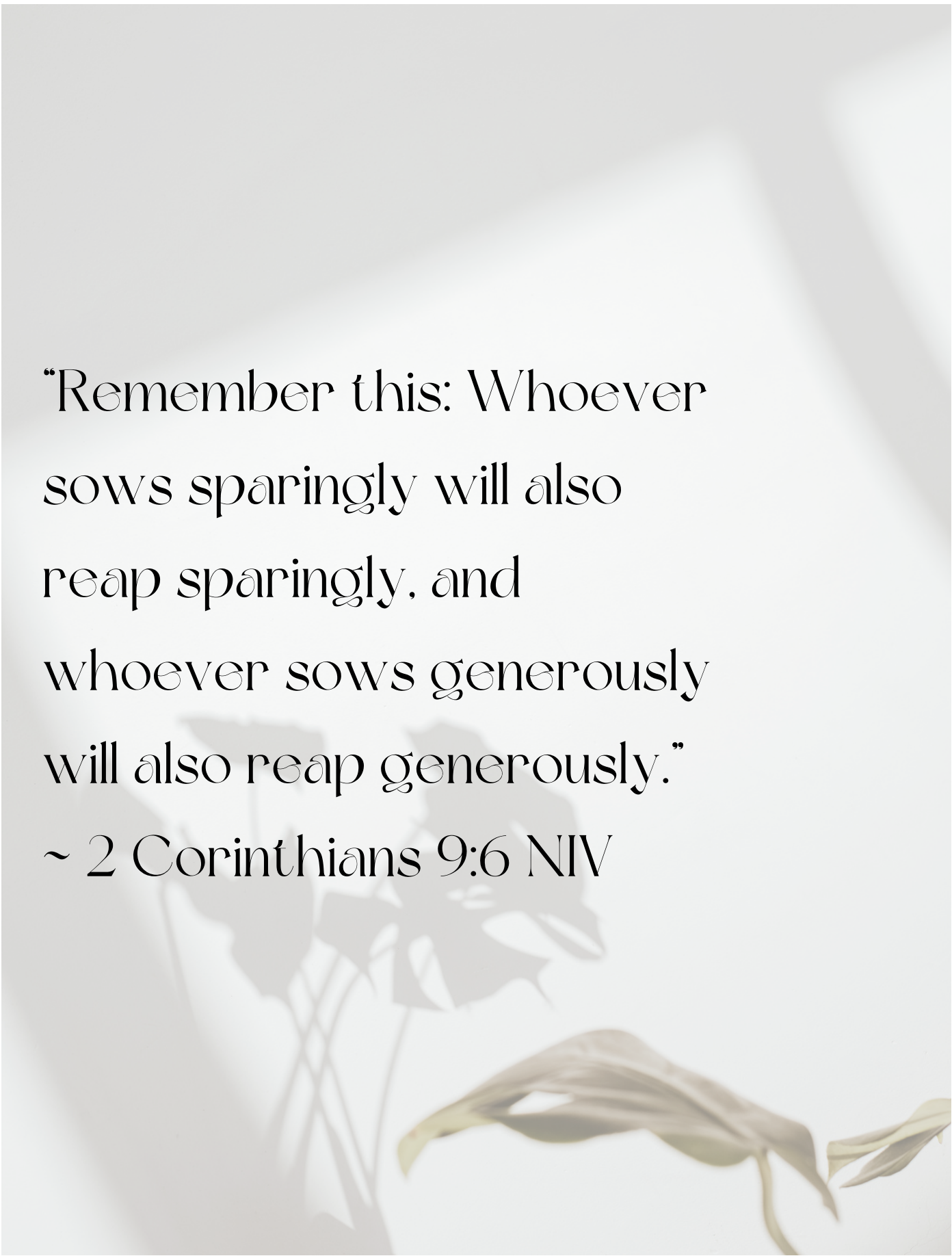
What kind of values are important to you?

Integrity	Creative
Honesty	Open minded
Transparency	Willing to learn and grow/develop
Heart based	Passionate
Mental acuity	Joyful
Strategic	Confident
Kind	Action taker
Entrepreneurial	Go getter
Soulful	Strong sense of self
Mindful	Tech savvy
Purpose driven	IT /Socials savvy
Inspired	Healthy
Inspiring	Willing to walk alongside their peers and
Inspirational	grow together
Humorous	

# REFLECTIONS

Qualities of the Leaders and Founders I am magnetising in my dōTERRA business:

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“Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously.”

~ 2 Corinthians 9:6 NIV



# Thank you

Our love for people along with our extensive experience in coaching, mentoring and marketing has allowed us to be the architects of our ideal life. A life where being a slave to time and money is no longer a concern.

We have partnered together for the past 20 years and throughout that time have developed a renowned reputation for helping to create pivotal and life changing growth in the lives of so many people that we collaborate with.

We are so happy to welcome you into our beautiful doTERRA family and look forward to many years ahead as we grow and expand doTERRA Indonesia and to welcome more and more to this beautiful doTERRA family.

*Paul + Vanessa Jean*

Great website for essential oil resources -  
[www.foodalchemy.com.au](http://www.foodalchemy.com.au)

Follow us on Instagram - [@\\_vanessa\\_jean](https://www.instagram.com/_vanessa_jean)

