

# Launch Strategy Blueprint

**Congratulations on the decision to launch your dōTERRA business!** As you move through the Prepare section of this guide, summarize your answers here to formulate your launch plan and make the most of your Launch Strategy Session with your mentor. Place these pages where you can refer to them often for perspective and vision as you work toward your goals.

## 1 Know What You Want & Why (pg. 97, *Build* guide pg. 3)

WHAT dreams will your dōTERRA business fund? WHAT would make the biggest impact in your life?

Earning More	Working Smarter	Doing What You Love
_____	_____	_____
_____	_____	_____
_____	_____	_____

Ask yourself "WHY are each of these goals important to me?" Asking WHY you want what you want aligns your heart and mind. Then actions become more meaningful and HOW to move forward unfolds with greater clarity and ease.

## 2 Choose Your Earnings (pg. 13-14, *Build* guide)

What kind of income do you want to create with your dōTERRA business?



Identify the income you want to generate in each timeframe and the associated rank. See *Build* guide pgs. 6-7 for rank specifics.

90-Day Goal	6-Month Goal	1-Year Goal
\$ _____/month	\$ _____/month	\$ _____/month
Rank: _____	Rank: _____	Rank: _____

### 3 Choose Your Commitment (pg. 14)

Further clarify your goals to support your business strategy. Share your goals with others who can support you and post these statements where you can see them.

- How committed are you to reaching your Elite and 90-day goals (on a scale of 1-10)? Elite: \_\_\_\_\_ 90-day: \_\_\_\_\_
- Why is it important to reach your goals at the pace you set? \_\_\_\_\_  
\_\_\_\_\_
- How will your life change when you reach your 1-year goal? \_\_\_\_\_  
\_\_\_\_\_
- What will your life be like if you never reach your 1-year goal? \_\_\_\_\_  
\_\_\_\_\_

### 4 Choose Your Pace (pg. 14)

Decide the pace you want to grow your business.

#### OUTSTANDING

Elite in 30 Days

Silver in 90+ Days

Platinum in 6+ Months

#### TARGET

Elite in 60 Days

Silver in 6+ Months

Platinum in 2+ Years

#### MINIMUM

Elite in 90 Days

Silver in 1+ Year

Platinum in 3+ Years

### 5 Choose Your Time Investment (pg. 13, 19-20)

How many hours per week will you build your business? Ensure your time commitment aligns with what is needed to achieve your goals at your desired pace.

**Pay for Your Product**

*Estimated Time Needed: 3-10 hours/week*

**Supplement Your Income**

*Estimated Time Needed: 10-30 hours/week*

**Replace Your Income**

*Estimated Time Needed: 25-50 hours/week*

Write down the number of hours you plan to dedicate each day to your business during an average week.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Discuss with your upline other important events to plan for over the coming months (e.g., convention, leadership, team events).

## 6 Schedule Your Launch (pg. 21, 49-50, 82)

Track your scheduled launch classes and one-on-ones on your Elite Planner. Plan with your upline how to set up your first connections and presentations for success. Work together if possible on the first of each of these and as needed, up to two or three.

### Classes:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

### One-on-Ones:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

### Business Partner Recruiting Conversations:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

## 7 Be a Solutions Provider (pgs. 12, 23-24)

**Nurture your belief and confidence in the products as a Wellness Advocate.**

- I am a product of the product. I have implemented my Daily Wellness Plan and use my products daily.
- I am capturing success stories, my own and others, to draw on when sharing.
- I have a reference guide and app and am learning to look up health needs and discover solutions for myself and others.
- I have set aside time to keep learning about the products, grow my confidence, and expand my capacity as a solutions provider.
- I have my LRP template set at 100+ PV to live and practice what I teach and ensure I qualify to get paid weekly and monthly.

## 8 Choose Your Target Market (pgs. 25-26)

**Stay anchored to why you do what you do.**

### Value Articulator Statement

I help/teach/support \_\_\_\_\_ (who)  
to \_\_\_\_\_ (do what)  
so that \_\_\_\_\_ (result),  
unlike \_\_\_\_\_ (less favorable alternative),  
because \_\_\_\_\_ (distinction/what's different about what you offer).

How will you integrate your message into your sharing, inviting, and presenting to best connect with your target audience?

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## 9 Partner with Your Mentor (pg. 27-28, 30)

With your upline mentor, discuss how to best communicate and partner together.

**Daily/Regular Communications:** \_\_\_\_\_ (e.g., text messaging, Marco Polo, Voxer)

**Weekly Strategy Session:** \_\_\_\_\_ day \_\_\_\_:\_\_\_\_ time \_\_\_\_\_ method (e.g., phone call, Zoom)

**Strategy Check-In:** Fill it out and send picture prior to each weekly strategy session:  Text  Email

**Plan ahead.** There may be times when you become disconnected or discouraged. This can happen for anyone. When it does, how would you like your upline mentor to respond? How are you best supported at times like this (e.g., revisit your dreams, why; focus on your strengths and skills; find helpful training; go to a live event or connect in person)?

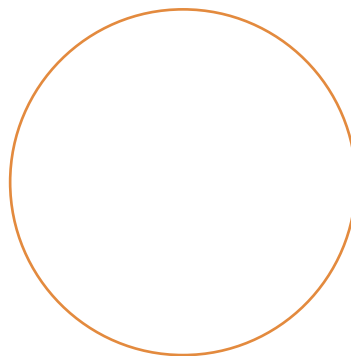
**10 Make Your Business Names List** (pgs. 15-18)

Identify the best way to approach and connect with each of your business prospects. Review scripts (pgs. 36-46, 81-82, 85) and mastermind with your upline to leverage their experience and prepare for these key conversations.

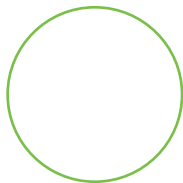
Potential Business Partners	Best Approach (Product, business, or impact)	Best Way to Connect (3-Way Call, lunch/dinner, date night, etc.)
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**11 Begin with the End in Mind** (pgs. 63-66)

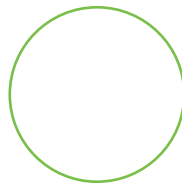
Visualize your overall rank strategy. As you recruit business partners, identify who could fill key positions on your team. Review your placement strategy with your upline.



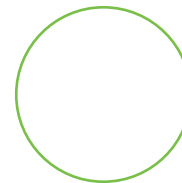
Platinum



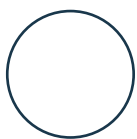
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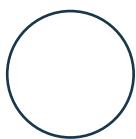
Silver



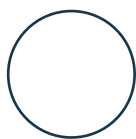
Silver



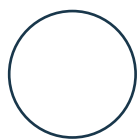
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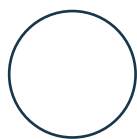
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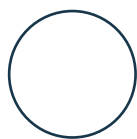
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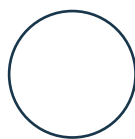
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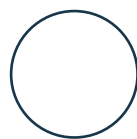
Elite



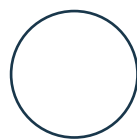
Elite



Elite



Elite



Elite