

# 5 Steps to Success

## 1

### Prepare

#### Set Up Your Business

- Complete the set-up checklist and reach out to your upline mentor with questions (pg. 11).

#### Fuel Your Launch

- Fill out *Set Goals* (pgs. 13–14).
- Prepare your *Names List* (pgs. 15–16).
  - Compile, prioritize, and then transfer qualified names to your *Success Tracker* (pg. 18).
  - Fill out *Target Your Message*; share your answers with your upline mentor (pgs. 25–26).
- Have your Intro to Launch Strategy Session with your upline mentor.
  - Share your hopes and dreams.
  - Review *Set Goals*.
  - Review *Creating Your Pipeline* (pgs. 5–6) and *5 Steps to Success* (pgs. 7–8).
- Schedule your first 4 classes together and other launch month plans.
- Review *Elite Planner* (pg. 21).
- Use *Class Planner* (pg. 50).
- Review *Partner with Your Mentor* to set expectations and get familiar with *Strategy Check-in* (pgs. 27–28).
- Refer to *Schedule Your Success* and set up your weekly schedule (pgs. 19–20).
  - Ask about upcoming events to calendar (e.g., Annual Global Convention).
- Commit approximately 20 minutes per day to the habit of personal development.
  - Learn to leverage your unique strengths at: *Empowered Success > Empowered You*
  - Utilize Personal Development resources (pgs. 96–100).
  - Fill out and post your *Confidence Statement* (pg. 102).

## 2

### Invite

#### Connect & Share

- Prepare to Share* (pg. 33).
  - Record your experiences on *Share Your Story* (pg. 36).
  - Use your *Success Tracker* to focus on qualified prospects and choose your approach (pgs. 18, 37–40, 42–43, 46, 81–82, 84–85).
  - Find ways to *Reach More People* and grow your *Names List* (pg. 46).
- Share experiences and samples with prospects and follow up (pgs. 37–41).
  - Ask for customer referrals (pg. 46).

#### Invite To Learn & Remind

- Invite prospects who are ready to learn more to an Intro to Oils class/one-on-one and remind to come (pgs. 42–43).
- Prepare to host presentations (pgs. 49–50).
  - Know the Intro to Oils class timeline and script (pgs. 53–62).

# 3

## Present & Enroll

### Present

- Prep for presentations; refer to *Class Planner* (pg. 50).
  - Learn to *Present with Confidence* (pg. 51).
- Host and learn to teach Intro to Oils (pgs. 53–62).
  - Book classes from classes (pg. 61).

### Enroll

- Enroll attendees and schedule their Wellness Consult (pgs. 59–62, 69).
  - Know how to close and enroll successfully.
  - Follow-up within 48 hours with those who did not yet enroll.

### Strategize Placements

- Place new enrollees with the support of your upline mentor and *Placement Strategy* (pgs. 63–66).
  - Understand the dōTERRA Compensation Plan (pgs. 105–107).
  - Understand how to work within the 14-day follow-up window (pgs. 63–65, 69–71, 91–92).
  - Understand the different roles of a Customer, Sharer, Builder, and Leader (pg. 108).

# 4

## Support

### Onboard Customers

- Onboard each new enrollee and connect to continuing education and social media community platforms (pgs. 69–74).

### Retain Customers

- Regularly inform customers of promotions and other educational opportunities, help with LRP, and offer support as needed (pgs. 70, 73–78).

# 5

## Find Builders

### Invite To Host & Build

- Invite to host
  - Identify who on your *Success Tracker* would be willing to host a class; contact and conduct an Intro to Host (pgs. 18, 84).
  - Set up an Intro to Host with any host you booked during one of your classes (pgs. 21, 84).
  - Schedule classes with newfound hosts.
  - *Expand Your Influence* (pgs. 84–85).
- Invite builder prospects who are ready to learn more to an Intro to Build class/one-on-one.
  - Focus on top builder prospects listed on your *Success Tracker* (pgs. 17–18, 81).
  - Recruit business partners and builders on your team (pgs. 81–82, 84–85).
  - Ask for builder referrals (pgs. 85).

### Present

- Prepare to host presentations (pgs. 49, 51).
  - Learn to present Intro to Build, know timeline (pgs. 87–88) and one-on-one script (pgs. 89–90).

- Host and learn to teach Intro to Build classes/one-on-ones (pgs. 87–90).
  - Do *3-way Calls* with your upline (pgs. 82, 89–90).

### Launch Builders

- Launch builders (pgs. 91–92).
  - Conduct an Intro to Launch using the checklist and introduce 6-Weeks to Elite (pgs. 7, 91–92).
  - Help your builders with their first presentations (*Intros*, Wellness Consults, Strategy Sessions) (pgs. 91–92).
  - Help your builders recruit with *3-Way Calls* (pgs. 82, 89–90).

### Support Builders

- Mentor with regular Strategy Sessions using *Strategy Check-in* (pgs. 27–28, 93).
  - Refer and invite to corporate/team training/events.

*Finding builders, or step 5, happens in tandem with steps 2–4. You are essentially completing the same steps but with a different emphasis when enrolling a builder versus a customer.*