

Plan Estratégico de Lanzamiento

¡Felicidades por la decisión de lanzar tu negocio dōTERRA! A medida que avances en la sección Preparar de esta guía, resume tus respuestas aquí para formular tu plan de lanzamiento y aprovechar al máximo tu Sesión de Estrategia de Lanzamiento con tu mentor. Coloca estas páginas en un lugar donde puedas consultarlas con frecuencia para obtener perspectiva y visión mientras trabajas hacia tus objetivos.

1 Saber qué quieres y por qué (pág. 97, *Guía de Construcción* pág. 3)

¿QUÉ sueños financiará tu negocio dōTERRA? ¿QUÉ tendría el mayor impacto en tu vida?

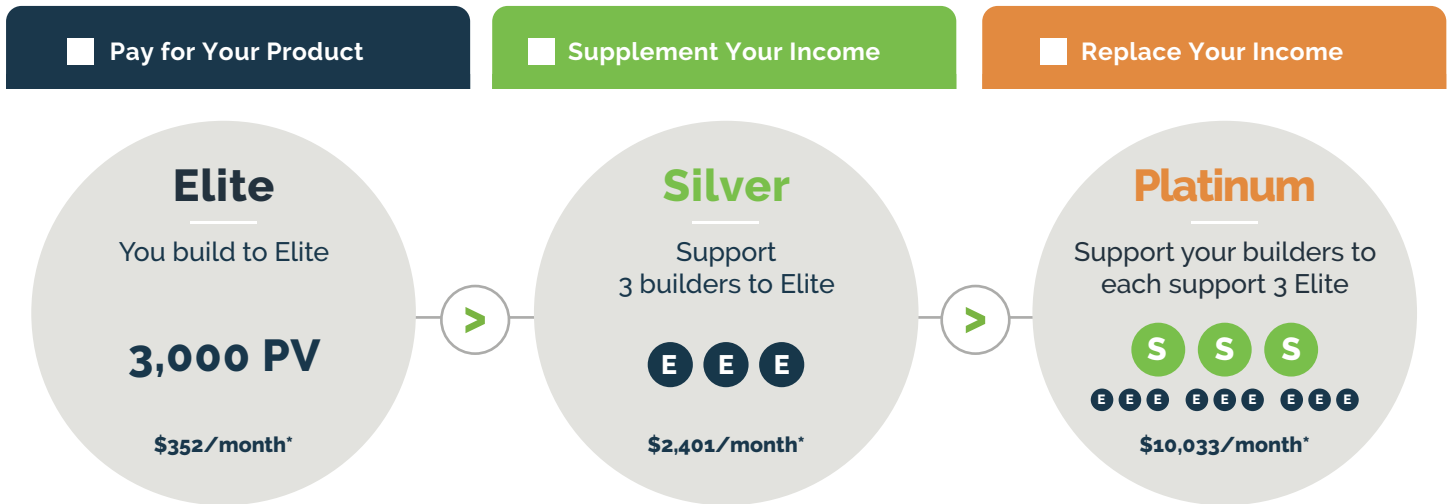
<p>Ganar Más</p> <hr/> <hr/> <hr/>	<p>Trabajar más Inteligente</p> <hr/> <hr/> <hr/>	<p>Hacer lo que amas</p> <hr/> <hr/> <hr/>
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Pregúntate: "¿POR QUÉ cada uno de estos objetivos es importante para mí?" Preguntarte POR QUÉ querer lo que quieres alinea tu mente y corazón.

Luego, las acciones se vuelven más significativas y el CÓMO avanzar se despliega con mayor claridad y facilidad.

2 Elige Tus Ganancias (pág. 13-14, *Guía de Construcción*)

¿Qué tipo de ingreso quieres generar con tu negocio dōTERRA?



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

<p>90-Day Goal</p> <p>\$ _____/month</p> <p>Rank: _____</p>	<p>6-Month Goal</p> <p>\$ _____/month</p> <p>Rank: _____</p>	<p>1-Year Goal</p> <p>\$ _____/month</p> <p>Rank: _____</p>
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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
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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?

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)?

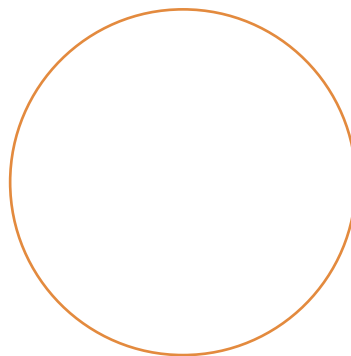
10 Make Your Business Names List (pgs. 15-18)

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.

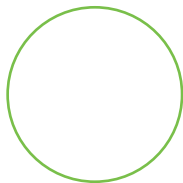
Potential Business Partners	Best Approach (Product, business, or impact)	Best Way to Connect (3-Way Call, lunch/dinner, date night, etc.)
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11 Begin with the End in Mind (pgs. 63-66)

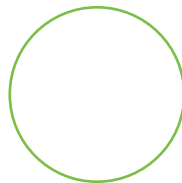
Visualize your overall rank strategy. As you recruit business partners, identify who could fill key positions on your team. Review your placement strategy with your upline.



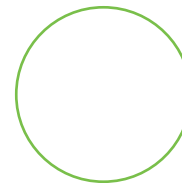
Platinum



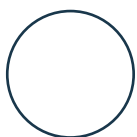
Silver



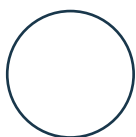
Silver



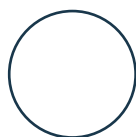
Silver



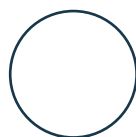
Elite



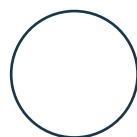
Elite



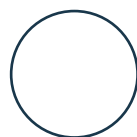
Elite



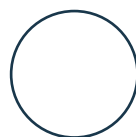
Elite



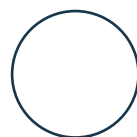
Elite



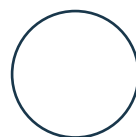
Elite



Elite



Elite



Elite