



dōTERRA Wellness Advocate Start Up Guide

Tips and Tricks for Getting Started

Business Definitions:

Commissionable Order: An order that is assigned Personal Volume points, which is timely ordered and paid for by a Wellness Advocate.

Company Volume: Company Volume is the total amount of personal volume earned by all Wellness Advocates currently doing business with dōTERRA, including the Wellness Advocate's own purchases, purchases from Preferred Members, and purchases from Retail Customers.

Consultant: The title of level one Wellness Advocates in the Company's Sales Compensation Plan, also used from time to time to generally describe and identify dōTERRA Wellness Advocates.

Downline: Another term for Organization.

Enrollee: An Enrollee is a Wellness Advocate who was enrolled by an Enroller.

Enroller: Enroller is a designation that entitles a Wellness Advocate to qualify for Ranks and Fast Start Bonuses in the Sales Compensation Plan. Enrollers also enjoy the ability to identify a new Wellness Advocate's Sponsor within the Enroller's Organization. An Enroller can also be the Sponsor (compare, Sponsor).

Frontline Organization: A Frontline Organization is the Organization of one of a

Loyalty Rewards Program: The Loyalty Rewards Program (LRP) is a product ordering program wherein a Wellness Advocate can set up automatic monthly deliveries of dōTERRA products, and which may qualify a Wellness Advocate to receive Product Credits and other benefits in the Sales Compensation Plan

Organizational Volume (OV): The Personal Volume of a Wellness Advocate plus the Personal Volume of all other Wellness Advocates in the Wellness Advocate's Organization.

Personal Volume (PV): The point value of products purchased by a Wellness Advocate in one calendar month, primarily for resale to customers or personal consumption of the Wellness Advocate. Not all products qualify for PV value. PV does not include purchases of product with Product Credit. The PV of a product is clearly delineated on the Product Order Form.

Preferred Member (PM): A person who has a relationship with dōTERRA that allows the person to purchase products at a discounted price. A Preferred Member has not signed a Wellness Advocate Agreement Form and cannot sponsor Wellness Advocates or other Preferred Members. A Preferred Member may also qualify for Product Credits under the



Primary Bonus: The sum total of all bonuses paid to a Wellness Advocate except the Fast Start Bonus and the Founders Bonus. The Primary Bonus consists of Uni-level, Preferred Member, Retail, Power of Three, Infinity Performance Pool and Diamond Pool Bonuses. The Primary Bonus is paid monthly.

Qualified Leg: A Qualified Leg is an Enrollee who attains a designated Rank within a Frontline Organization of his Enroller. For purposes of an Enroller's Rank qualification, each Qualified Leg must be within a separate Frontline Organization of the Enroller.

Qualified LRP Orders: A Qualified LRP Order is a single LRP order over 100 PV in the qualifying month for a sponsored Wellness Advocate. Preferred Member and retail customer orders are not Qualified LRP Orders. All Qualified LRP Orders must be paid for by credit card or check in the name of the Wellness Advocate listed on the account, or with cash, and must be shipped to the primary address listed on the account. A Qualified LRP Order that is returned will result in recoupment of the unearned but previously paid bonus earned.

Ranks: Designations (levels) earned by and given to Wellness Advocates in the Company's Sales Compensation Plan structure, including: Consultant, Manager, Director, Executive, Elite, Premier, Silver, Gold, Platinum, Diamond, Blue Diamond, and Presidential Diamond. Ranks are earned and determined each month.

Sponsor: A Wellness Advocate who has another Wellness Advocate placed directly underneath him in his Organization (compare, Enroller).

Team: A term used in the Power of Three Bonus. A Team is made up of a Placement Sponsor, and those Wellness Advocates, PMs, and retail customers who are organizationally on the first level of the Placement Sponsor's Organization.

Team Volume (TV): The combined Personal Volume of the members of a Team. A term used in the Power of Three Bonus

Wellness Advocate: A Person who is an independent contractor authorized by the Company to purchase and retail products, recruit other Wellness Advocates, and receive Bonuses in accordance with the requirements of the Sales Compensation Plan. A Wellness Advocate's relationship to the Company is governed by the Contract. More than one Person may be included on a Distributorship as a co-applicant. In such a case, Wellness Advocate refers to all Persons collectively, although each Person individually has all the Wellness Advocate rights and obligations.



The Loyalty Rewards Program

Overview

Loyalty Rewards Order

1. This is the KEY to your maximum financial benefit at dōTERRA, allowing you to earn:
 - Fast Start Bonus
 - Power of 3 bonus
 - Free Product Credits (earned from your PV amount)
 - Starts at 10% moving up every 3 months by 5% until at 30%
 - Qualifies you to receive Bonus credits from qualifying enrollment kits
- a. You can create as many LRP orders throughout the month as you want. You can set the date between the 1st and the 28th of each month and you can change it every month if you wish. You must check if your order is for personal use or not so that you get charged the correct tax. You can create as many LRP orders as you'd like (all of them will get points back if they are at least 50pv or higher), just remember that they are reoccurring. You can cancel all of the extra orders from your virtual office except for one. You must call doTERRA at 1-800-411-8151 to cancel your only remaining order. This is so that they can help you use any remaining product credits you have earned before canceling. You lose all credits once canceled and you lose the percentage earned so that if you decide to start again you start at 10%. If you do anything from 4pv-49pv then you will keep your current level of percentage and current points, BUT you just won't advance or earn anything that month. If you plan to cancel your order for whatever reason, please notify your up line leader and let them know. It is so helpful to those who may need to make different decisions based off of that knowledge.
- b. Note: If you make an order during the month that is NOT on your Loyalty Rewards Order, you will not get free product credits for it.
2. You need to make at least ONE Loyalty Rewards Order of \$100 or more per month to qualify for compensation.
 - a. Make sure that your PV is over 100 not just your dollar amount (this only is effected by the diffuser, Lifelong Vitality, and a few other products but never oils)
3. If you sign someone up who also establishes a 100pv LRP order, If you look on the computer, you will see that if they are on LRP they are represented by a circle—they will be a circle if they are signed up to do LRP, even if it isn't until the next month. But you won't actually get the fast start bonus until they actually purchase their first 100PV LRP order.



4. Your monthly check is processed on the 15th of the following month. These checks are delayed for the first 15 days after the month closes to account for any returns. After the 15th, the check is issued and you no longer need to be concerned for returns from the month before. It is important to tell people in your organization to let you know if they need to return something before the 15th. It always affects someone when something is returned so it's nice to have the heads up. In some cases, I would rather return the product for them (pay them for the product or exchange it for them) which saves them shipping and possibly saves you from being disqualified from something you thought you qualified for. The monthly check you get will include the Power of Three bonus and the unilevel bonus, as well as any possible leadership pools.

Understanding the DoTerra Business Opportunity

Sales Compensation Plan

There are two fundamental ways in which a Wellness Advocate can earn bonuses: (1) through retail markups; and (2) through bonuses (sometimes called commissions) paid on a Wellness Advocate's product sales and the sales of other Wellness Advocates in his Organization.

- (1) Retail Markups. Wellness Advocates buy dōTERRA products from the Company at wholesale prices for resale to customers, for use as sales aids, or for personal consumption. The Company suggests retail prices. However, Wellness Advocates are free to set their own selling price, so long as the price is above the wholesale price, and the purchasers personally consume the products they purchase. As a result, the Company neither provides an estimate of average income from retail sales nor includes retail income in its average bonus information.
- (2) Bonuses. Wellness Advocates can also earn bonuses based on the sale of products in all markets where the Company conducts business. Not all products or promotions from the Company generate bonuses. All products or promotions that will generate a bonus are assigned a Personal Volume (PV) value.



Bonuses

Compensation to Wellness Advocates is geared toward rewarding the sustained efforts of everyone from the beginning Wellness Advocate to the seasoned professional Wellness Advocate. dōTERRA's bonuses include the Retail Profit Bonus, Preferred Member Bonus, Fast Start Bonus, Power of Three Bonus, Uni-level Bonus, Infinity Performance Pools, Diamond Pools, and Founder's Club Bonus.

Fast Start - an Enroller based bonus. Overview. A Fast Start Bonus is paid weekly to Enrollers for all Commissionable Orders placed in the first sixty (60) days by a new Wellness Advocate on the new Wellness Advocate's account. The bonus is paid to the new Wellness Advocate's first, second, and third level Enrollers. The first level Enroller receives twenty (20) percent, the second level Enroller receives ten (10) percent, and the third level Enroller receives five (5) percent. See, Figure 1.

1. To qualify for the Fast Start Bonus each Enroller must be on 100PV Loyalty Rewards Program (LRP) order to get the fast start bonus or any compensation, so make sure that you are set up BEFORE you sign someone up. Some people sign up without you knowing about it! They find your website and sign up, so if you are sharing this and want to be sure not to miss anything, make sure the LRP order is at 100pv at all times, even if you are still deciding what to get for the month. Put something in and plan to change it when you've decided. Make sure it is at 100 or higher. **EXTRA BONUS:** Do at least 125pv (and process on or before the 15th) if you want to qualify for the FREE product of the month
2. You get paid on the PV (Point Value), not the exact dollar amount, starter kits and diffusers are less than the dollar value in PV. Pay attention when changing your LRP order to the column that reads PV, not just the dollar amount. You get Fast Start Bonus instead of Unilevel the first 30 days for an new IPC.
3. The previous week's commission (Monday through Sunday) is calculated and determined on Wednesday of each week. These checks are paid weekly .

1. **Power of Three Bonus** -a Sponsor based bonus. Overview. The Power of Three Bonus is a monthly bonus paid to Sponsors that can be \$50, \$250, or \$1,500. This is also referred to as your STRUCTURAL BONUS because it forms a structure on your graphic tree. Following this plan will cause you to naturally grow into the leadership rank requirements. You can repeat this bonus as many times as you like. Since dōTERRA's top rank is Presidential Diamond (qualified by 6 personally enrolled Platinum ranked legs) , you will eventually need 6 main legs in your organization...that translates to repeating this bonus process twice. See the Power of 3 Builder Worksheet to fill in the blanks of your own Power of 3. Here's how it works and the benefits:
 - a. **The \$50 Power of Three Bonus**-In order to qualify for the \$50 bonus, a Wellness Advocate must make a Qualified LRP Order. The Wellness Advocate must also have three personally sponsored Wellness Advocates with Qualified LRP Orders, and a minimum Team Volume (TV) of 600.



When you have 3 people who had 100pv or higher LRP orders process AND 600pv volume between you and them (you may count anyone else with volume on your topline even if they are not one of the 3 LRP qualifiers) you will receive a \$50 bonus in your monthly check. It comes every month so long as there is not cancelation.

- b. **The \$250 Power of Three Bonus**-In order to qualify for the \$250 bonus, a Wellness Advocate must first qualify for the \$50 Bonus. The three personally sponsored Wellness Advocates who assisted him to qualify for the \$50 Bonus must also qualify for the \$50 Bonus. See, Figure 2.

Helping those 3 people qualify for their \$50 bonus doing the same thing (making sure of the 600pv between them and their 3 people) qualifies you for a \$250 monthly bonus.

- c. **The \$1,500 Power of Three Bonus**- In order to qualify for the \$1,500 bonus, a Wellness Advocate must first qualify for the \$250 Bonus. The three personally sponsored Wellness Advocates who assisted him to qualify for the \$250 Bonus must also qualify for the \$250 Bonus. See, Figure 2.

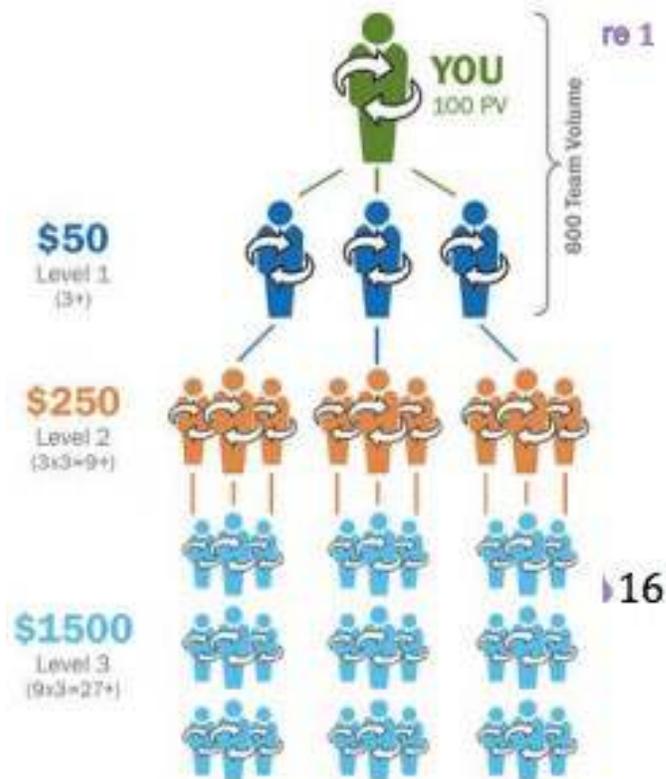
Helping the people you just helped to show those new people under them how to get their \$50 bonus will cause you to receive \$1,500 bonus monthly. If you repeat this twice eventually, it will equal \$3,000 a month. See your compensation plan to see a picture of this structure. www.doterra.com/tools to download comp plan.



Figure 1



Figure 2





Uni-level Bonus – an Organizational bonus.

Overview. The Uni-level Bonus is paid to Wellness Advocates each month. The Uni-level Bonus is based on the monthly volume of the Organization of the Wellness Advocate. A particular month's Uni-level Bonus is dependent upon the monthly Rank for which the Wellness Advocate has qualified and the monthly Organizational Volume of the Wellness Advocate. The Rank and Organizational volume requirements must be met each month. By compression, essentially all uni-level is paid to distributors. Purchases on which Fast Start Bonuses are paid do not get included in the Uni-level volume. See, Figure 3.

Example:

1. Calculated with Dynamic Compression
 - a. You can be paid up to seven levels down, and up to 7% of pv sales.
 - b. If anyone on any of your levels for some reason decides not to purchase anything during a certain month, but they have people under them who did, the levels compress up. Which means; you will get paid 7 levels deep (if you qualify) regardless of whether one of your team members orders anything that month or not.
 - c. If someone on your 3rd level doesn't purchase anything during the month, your level 4 compresses up to be your new level 3, and your level 5 compresses up to be your new level 4, and this continues until you get paid 7 levels deep.

Unilevel Organizational Bonus (paid monthly on compressed organizational volume)

Paid as Title	Consultant	Manager	Director	Executive	Elite	Premier	Silver	Gold	Platinum	Diamond	Blue Diamond	Presidential Diamond
Monthly PV	50	100	100	100	100	100	100	100	100	100	100	100
Monthly OV	*	500	1,000	2,000	3,000	5,000	*	*	*	*	*	*
Qualified Legs*	*	*	*	*	*	2	3	3	3	4	5	6
Lag Requirements	*	*	*	*	*	Executive	Elite	Premier	Silver	Silver	Gold	Platinum
Level 1	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Level 2		3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Level 3			5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 4				5%	5%	5%	5%	5%	5%	5%	5%	5%
Level 5					6%	6%	6%	6%	6%	6%	6%	6%
Level 6						6%	6%	6%	6%	6%	6%	6%
Level 7							7%	7%	7%	7%	7%	7%
Dynamic Compression												

Figure 3

Achieving Ranks. Each Rank has minimum monthly requirements of Personal Volume and Organizational Volume. For instance, the Manager Rank requires 100 PV and 500 OV. All Ranks, except Consultant, require a minimum 100 PV purchase.



Ranks and Levels. Each Rank corresponds to the number of organizational levels from which the Wellness Advocate can receive compensation. See, Figure 3. For example, the Rank of Executive receives compensation from four levels. Generally, as a Wellness Advocate advances in Rank, he is paid from deeper levels in his Organization, until he reaches Silver. All ranks from Silver to Presidential Diamond pay from at least seven levels. The percentage of OV that is paid to a Wellness Advocate also changes from level to level. As delineated in Figure 3, the first level pays two percent (2%), and the percentage increases through the Pin Tiles until reaching seven percent (7%) on the seventh level. The bonus cumulates levels of payment, so that an Executive will receive two percent (2%) for the first level, plus three percent (3%) for the second level, and five percent for both level three and level four.

Qualified Legs and Pin Tiles. To achieve certain Ranks, a Wellness Advocate must have Qualified Legs on the Wellness Advocate's Frontline Organization. See, Figure 3. For example, a Wellness Advocate wishing to attain the Rank of Silver is required to have three Elite Qualified Legs. See, Figure 3.

Sixth and Seventh Level Conditions. In order to qualify for bonus payments, commissions or other compensation on the sixth and seventh levels, a Wellness Advocate must (1) be active, and (2) enroll at least one new Person into the business every three months.

Compression. The dōTERRA Sales Compensation Plan maximizes payment to Wellness Advocates through Compression. When an Wellness Advocate's Rank does not qualify the Wellness Advocate to receive a bonus of a level associated with higher Ranks, the bonus will roll up and be paid to higher ranked Wellness Advocates who do qualify for the bonus on the higher level.

Placement of Team Members

1. What is the difference between Enroller and Placement Sponsor?
 - a. Enrolling Sponsor is the person who actually shares DoTerra with someone and then signs them up—the enroller get the fast start bonus. It is important to ask people if they have heard already.
 - b. Placement Sponsor is the leader that the enroller places the new sign up under. The placement sponsor does NOT get the fast start bonus. But the do qualify for commission and Bonuses. Until the sponsor is also the enroller, they can't count the person as a qualifying leg for rank advancement.
 - c. If someone is signing up and you want to boost morale, or get new leaders excited, you can just put them as the enroller and placement sponsor. This is more beneficial long term. You would be forfeiting the 20% fast start Bonus, (you would be benefited from it eventually in the fast start breakdown—20%, 10%, 5%) but this can sometimes get new leaders fired up and excited, because they are already getting a pay check. It will also help your team members advance quicker, which will in turn help you advance quicker. However, they won't get this check if they are not committed to a Loyalty Rewards Order



of at least 100pv, so it is good to establish this before deciding to make the person the enroller. Especially if you are going to be the one taking care of this person and not them.

2. How long you have to change sponsor or enrollment
 - a. When you place someone in your organization you have 14 days from the day they sign up to move them somewhere else. You can enroll them on your top line and move them OR down the road you can enroll them strategically somewhere in your organization that needs volume.
 - b. You have to submit the change in your back office

Structure

1. How many people should I place on my front line?
 - a. There are lots of different strategies, but it is wise to have 3-4 people on your front line that are on LRP. This makes a sturdy organization. This is wise to do in everyone's front line. But don't get ahead of yourself, make sure those people are the right people to be on your topline. And, make sure you have established a solid 3 before spreading yourself thinner.
2. It is also wise to have extra customers on your front line, like preferred customers, and other WA's that only order occasionally.
3. How do I know where to place people?
 - a. It is good to find people that will thrive well together. Place people together that will work well together. Don't match up clashing personalities...this can be trouble.
 - b. Don't just place people to "fill in the holes" for your Power of Three bonus, sometimes you will have to have a short term loss for a long term gain. Basically place people where they can be their best.
 - c. If you have two people that live in the same town, it might be wise to place them in the same team so they can work together since they live close. Many people feel more comfortable if they have someone to work with. It is also wise to place family in one leg.
 - d. It is a good idea to pick three people to really focus on helping in your team, whether this is a different three each week, each month, or every few months. This way you can focus on areas you want to build, but you won't get too overwhelmed by helping too many people.
 - e. If they are a really excited about the oils and the business from the beginning, are asking for training, and you wouldn't mind spending the lots of time with them, that's a great person to put on your topline if they are not inter-related too closely with other people in your organization of course!