

A close-up photograph of lavender flower spikes against a bright, hazy sky. Sun rays are visible in the upper left corner, creating a soft, ethereal atmosphere. The lavender is in sharp focus in the foreground, with some spikes blurred in the background.

sharing  
dōTERRA<sup>®</sup>  
*naturally*

## the share PROGRAM



## WHEN YOU SHARE WITH FRIENDS, dōTERRA® SHARES WITH YOU!

### HOW TO GET FREE PRODUCT:

- ✓ **Opt In** - To earn Share Credits you need to opt in first. Do this by visiting [mydoterra.com/share](http://mydoterra.com/share).
- ✓ **Plan a Class** - Share the benefits of essential oils with friends and family.
- ✓ **Enroll Your Friends** - Help your friends and family determine the best products for them. Plan to follow up and educate them on how to use those products.
- ✓ **Redeem Your Credits** - Visit the share site to redeem your credits for free gift packages, including the exclusive **Tangerine essential oil**. . . . .

**Tangerine is exclusive to the Share Program.**

#### Uses

- Cleansing and purifying properties
- Supports a healthy immune system\*
- Apply to flex points to promote feelings of happiness

### GIFT OPTIONS:

#### 250 Share Credits



4 x 15 Kit



Protective Plus Kit

#### 500 Share Credits



Active Life Kit



Root-to-Tip Kit

#### 1000 Share Credits



Spa Facial Kit



Healthy Style Kit

#### 2000 Share Credits



Home Guard Kit



Luxury Collection

To begin holding classes, talk to the person who shared dōTERRA with you. If you don't have someone who can help you, check out the dōTERRA Class in a Box. For more information regarding the Share Program, visit [mydoterra.com](http://mydoterra.com).



## SHARING ESSENTIAL OILS

As you begin sharing with family and friends, the process of explaining essential oils in a formal setting can seem daunting. Whether you're new to essential oils or an essential oil expert, this guide can help you navigate through and simplify the process of sharing.

## PLANNING YOUR CLASS

### DATE AND TIME

Choosing a date and time is the first major hurdle when organizing a successful class. Before you choose a date and time, consider the following:

- Allow plenty of time for preparation. If possible, give yourself at least a week to make arrangements and create and distribute invitations.
- Tuesdays, Wednesdays, and Thursdays tend to receive the highest rates of attendance.
- Identify the roles of the individuals you are inviting to your class. If the majority of individuals work full time, schedule your event after 5:00.
- Avoid conflict with community events and activities. You may lose when competing for attendance.
- Consider a recurring date and time. This provides you and your team with consistency and eliminates the pressure that comes from starting over again.



### VENUE

Wellness Advocates create a relaxed and friendly environment by holding dōTERRA classes in their own home. If you decide not to use your home, choose a venue that is in a good location, will accommodate your guests, and suits your theme. . . . .

### CLASS INFORMATION

**Date:**

**Time:**

**Location:**

**Presenter:**

**Host:**

When holding a class in your home, ensure that your children are cared for. If you have pets, place them in a room or outside where they will not be a distraction to your guests.

## team PARTICIPATION



Invite your team to participate. Assign specific tasks and meet or communicate with your team regularly. Everyone participating in the class should know what is expected and where you are in the process. Consider assigning the following tasks to your team or to a specific team member: .....



### EVENT

- Product Display
- Invites
- Invitation Follow Up



### PRESENTATION

- Product Experience
- Business Experience
- Part of Presentation

## GUEST LIST

When creating a class, focus on your purpose—empowering others through the natural solutions dōTERRA® provides. This will help you determine who will benefit from attending.

Some things to consider when putting together a guest list include:

1. How many guests can you accommodate? Not everyone you invite will attend. If your home will accommodate five guests, then you should invite 15 to 20 in order to fill the room.
2. Do you want to include spouses or significant others? dōTERRA essential oils can benefit a variety of individuals. Don't eliminate possibilities because you didn't extend the invitation.

Once you've settled on a final guest list, make sure you have contact information for everyone on your list.

If you are a new Wellness Advocate with a desire to share but are uncomfortable or unfamiliar with holding a class, ask your enroller or upline leader for help. They can walk you through the process and even oversee the class. Be open to learning and participating where you feel comfortable.



Use the space below to list the names of those you wish to share dōTERRA with. You can use this list to share with individuals one-on-one or in a class setting.

[illegible]

## sharing essential oil SAMPLES



Giving someone an essential oil sample is a simple and effective way of introducing them to dōTERRA®. Once an individual has experienced the aroma and health benefits of dōTERRA essential oils, he or she will be excited to attend a class and learn more.

### WORD TRACKS:

“Essential oils empowered me to become more active in my family’s health. I started using them because (insert personal experience). Essential oils are amazing and have changed our lives in many ways. What concerns does your family have? .



It’s always better to help people find the answer rather than provide it for them. Guide them to the answers online, or in a book or brochure. This teaches them how simple it is to share—also known as duplication.

“I am going to give you (insert essential oil name) essential oil to try. You use this oil by (insert application method). I will call you in two days to see how it worked for you.

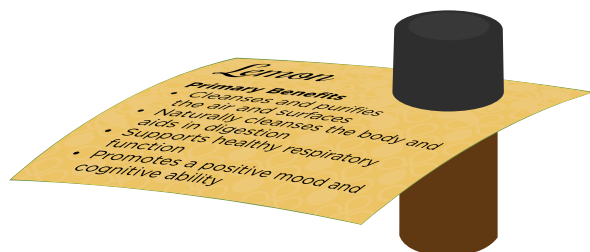
“Keep in mind that everyone’s body chemistry is different and how your body responds to each essential oil can vary. This essential oil benefited me, but there could be another essential oil that works better for you.”

### This approach does three things:

- Ensures they are okay with you calling and makes picking up the phone more comfortable.
- If they didn’t get results, they are open to trying another essential oil; they are not discouraged.
- You become a true Wellness Advocate. You want them to see results, and you are telling them you care.

### During the follow-up call:

- Ask if they have had a chance to use the oil, never assume that they have.
- If they haven’t, be prepared with an article or an experience that will excite them. Tell them you will call them again in two days.
- If they did, ask them how it went. If they loved it, invite them to a class. If they didn’t get the results they wanted, don’t stress. Give them a different oil to try and repeat the process.



FRONT

AE00541E

dōTERRA®

## Lemon



### Primary Benefits

- Cleanses and purifies the air and surfaces
- Naturally cleanses the body and aids in digestion\*
- Supports healthy respiratory function\*
- Promotes a positive mood

dōTERRA®

## Lemon



### Primary Benefits

- Cleanses and purifies the air and surfaces
- Naturally cleanses the body and aids in digestion\*
- Supports healthy respiratory function\*
- Promotes a positive mood

dōTERRA®

## Lemon



### Primary Benefits

- Cleanses and purifies the air and surfaces
- Naturally cleanses the body and aids in digestion\*
- Supports healthy respiratory function\*
- Promotes a positive mood

dōTERRA®

## Lavender



### Primary Benefits

- Used for its calming and relaxing qualities
- Soothes occasional skin irritations
- Take internally to reduce anxious feelings\*
- Take internally for a peaceful sleep\*

dōTERRA®

## Lavender



### Primary Benefits

- Used for its calming and relaxing qualities
- Soothes occasional skin irritations
- Take internally to reduce anxious feelings\*
- Take internally for a peaceful sleep\*

dōTERRA®

## Lavender



### Primary Benefits

- Used for its calming and relaxing qualities
- Soothes occasional skin irritations
- Take internally to reduce anxious feelings\*
- Take internally for a peaceful sleep\*

dōTERRA®

## Peppermint



### Primary Benefits

- Promotes healthy respiratory function and clear breathing\*
- Diffuse for energizing and cooling aroma
- Commonly found in oral health products
- Promotes digestive health\*

dōTERRA®

## Peppermint



### Primary Benefits

- Promotes healthy respiratory function and clear breathing\*
- Diffuse for energizing and cooling aroma
- Commonly found in oral health products
- Promotes digestive health\*

dōTERRA®

## Peppermint



### Primary Benefits

- Promotes healthy respiratory function and clear breathing\*
- Diffuse for energizing and cooling aroma
- Commonly found in oral health products
- Promotes digestive health\*

dōTERRA

## On Guard®



### Primary Benefits

- Supports healthy immune function\*
- Supports healthy respiratory function\*
- Diffuse for cleansing the air
- Protects against environmental threats

dōTERRA

## On Guard®



### Primary Benefits

- Supports healthy immune function\*
- Supports healthy respiratory function\*
- Diffuse for cleansing the air
- Protects against environmental threats

dōTERRA

## On Guard®



### Primary Benefits

- Supports healthy immune function\*
- Supports healthy respiratory function\*
- Diffuse for cleansing the air
- Protects against environmental threats

dōTERRA

## Breathe®



### Primary Benefits

- Maintains feelings of clear airways and easy breathing
- Helps minimize the effects of seasonal threats
- Promotes restful sleep with nighttime diffusion

dōTERRA

## Breathe®



### Primary Benefits

- Maintains feelings of clear airways and easy breathing
- Helps minimize the effects of seasonal threats
- Promotes restful sleep with nighttime diffusion

dōTERRA

## Breathe®



### Primary Benefits

- Maintains feelings of clear airways and easy breathing
- Helps minimize the effects of seasonal threats
- Promotes restful sleep with nighttime diffusion





An important but sometimes undervalued element of a successful class is the invitation. There are many avenues through which a Wellness Advocate can invite individuals to attend. When using different resources consider the following:



- Invitations provided through a phone call or a personal visit are best. They allow you to address the individual by name and gear the invitation toward their interests.
- Social media informs, but is not an effective invitation. Social media events are worth posting, but do not rely on them to fill a room unless followed by a more personal touch.

The best way to ensure successful attendance is to reach out to your guests in multiple ways.

It's understandable that with life's commitments many well-intentioned individuals simply forget about upcoming classes, even if they had planned to attend. We follow up not to nag, but to remind them of the upcoming class and the powerful product solutions they'll discover when they attend. Fortune is in the follow up.

## Suggested Follow Up

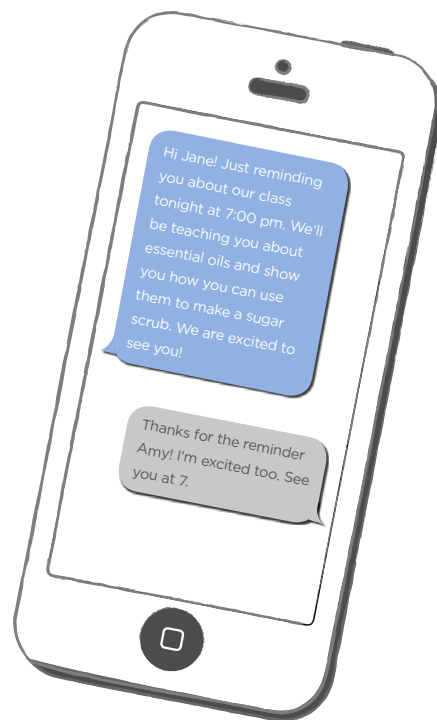
### Phone Call

- Contact each guest 48 hours prior to the class.
- Remind them of the date and time of the class.
- Express how learning more made a difference to you.
- Share a personal essential oil experience.
- Invite them to come prepared with questions.

### Text Message

- Text each guest four hours before the class begins.
- Express how excited you are for them to attend.

Track your follow up on the form provided on page three. If necessary, adjust the forms of follow up to match the communication methods your guests use.



## class CHECKLIST



Creating and using a checklist can ensure that you have successfully prepared for your upcoming class. Checklists can help you manage your time, delegate tasks, and track your progress. Below is a sample checklist that can be adjusted to meet your class needs.

### Once You Set a Date:

- 💧 Determine time and location
- 💧 Define class topic
- 💧 Create guest list

### One Week Out:

- 💧 Send or provide invitations
- 💧 If needed, obtain audiovisual equipment for presentation
- 💧 Plan product sampling and door prizes
- 💧 Acquire brochures, catalogs, and products
- 💧 Delegate product experiences or presentation pieces

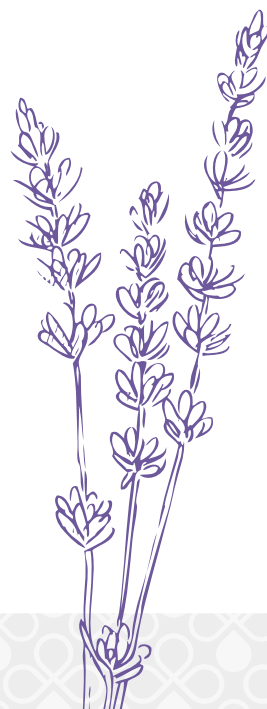
### Two Days Out:

- 💧 Confirm with each guest by phone
- 💧 Obtain a personal commitment to attend

### Day of Event:

- 💧 Text attendees a final reminder
- 💧 If needed, set up audiovisual equipment
- 💧 Place product display table in an accessible area
- 💧 Seat-drop brochures, catalogs, and forms
- 💧 Set water with accompanying essential oils toward the back of the room

After a class, be sure to follow up with guests who placed orders to provide product training and answer questions.



## booking classes FROM A CLASS



### ITEMS NEEDED:

1. **Blank Calendar** – Print a blank calendar. Circle four dates you are available to teach a class.
2. **Hostess/Host Gift** – The hostess/host gift should be simple and affordable. We recommend spending no more than \$10 on a **hostess/host gift**. . . . .
3. **Attendee Prize** – These are simple prizes that attendees can draw from a bag. We recommend spending no more than \$3 on attendee prizes. Attendee prizes may include a 5mL Wild Orange (Class in a Box) or a 5/8 dram sample with card.
4. **Drawing Slips** – This is a simple paper that attendees can fill out to be entered into the drawing. This paper could include: name, phone number, email, and wellness goal.

Remember that individuals can earn a free gift from dōTERRA® in addition to the hostess/host gift you provide if they enroll in the Share Program.

### BOOKING CLASSES:

#### Bring the class host to the front.

**Word Track:** *I want to recognize and thank (name of hostess/host) for opening her/his home to us this evening. To show my appreciation to her/him for allowing me to share my experiences tonight, (name of hostess/host) will be getting a free (hostess/host gift).*

#### Collect the drawing slips. Place the slips in a container, mix, and then draw one.

#### Invite that person to come to the front and draw a prize from the bag.

**Word Track:** *As a thank you for coming, I would like to invite (name of attendee) to come up and pick a prize out of the prize bag.*

#### Hold up Calendar.

**Word Track:** *I know some of you are interested in hosting your own class just like (name of hostess/host) did tonight. I want to give you the opportunity to receive a free (hostess/host gift) this month. I am passing around a calendar with the four dates I have open circled. Anyone that books a class tonight will get to pick something from my bag. Then, if on the night of the class you have five friends attend, you will also receive the hostess/host gift just like (name of hostess/host).*



As you hold classes and enroll new Wellness Advocates it will be important for you to understand placement within your team. By placing new Wellness Advocates correctly, you can earn bonuses that will cover the costs of the products you purchase each month. To help you understand structure and compensation, dōTERRA has developed the “Building dōTERRA Naturally” brochure, a simple guide to developing your dōTERRA team.



## CLASS IN A BOX

In addition to the tools and information in this brochure, dōTERRA has created the Class in a Box Kit. This kit contains all the necessary items to plan and host a successful class.



**Wholesale Price \$25.00**  
**PV 0**

- |                                      |                       |                               |
|--------------------------------------|-----------------------|-------------------------------|
| ◆ 20 Event Invitations               | ◆ 1 Sample Card Sheet | ◆ 1 Product Guide             |
| ◆ 10 dōTERRA <i>Living</i> Magazines | ◆ 1 Living Brochure   | ◆ 1 Class DVD                 |
| ◆ 10 5mL Wild Orange                 | ◆ 1 Sharing Brochure  | ◆ 10 Class in a Box Brochures |
|                                      | ◆ 1 Building Brochure |                               |