Buckets, Pipelines & Essential Oils

There was a man who lived in a village that was two miles from the nearest water source. His job was to haul buckets of water to the village every day. Since everyone needed water he had perfect job security. To earn more money, he would simply make more trips. After years of hauling buckets he realized that if he didn’t change something he would be hauling buckets for his entire life.

So, he made a plan. He would haul as many buckets as he needed to pay the bills, and in his spare time he would work on building a pipeline. He stayed consistent and persistent in his pipeline building efforts. A few years later he finally finished the pipeline and turned on the spigot in the village. The villagers could come and get water whenever they wanted. He not only created a pipeline of water, but he created a financial pipeline, that would allow him to pursue his greater cause and higher purpose in life.

Are you hauling buckets or are you creating a pipeline? This Business Overview will demonstrate how simply sharing essential oils with others can help you create a financial pipeline.
**why make doTERRA your pipeline?**

<table>
<thead>
<tr>
<th>unique benefits</th>
<th>doTERRA</th>
<th>65% Retention Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>unlimited earning potential</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>high retention rate</td>
<td>✔</td>
<td>3 X the industry average retention rate*</td>
</tr>
<tr>
<td>product sales are independent of opportunity</td>
<td>✔</td>
<td>65% of doTERRA's customers order regularly</td>
</tr>
<tr>
<td>a new opportunity</td>
<td>✔</td>
<td>74% of doTERRA's customers order at least once a year</td>
</tr>
<tr>
<td>a stable and reliable opportunity</td>
<td>✔</td>
<td>In the United States $1 out of every $6 is spent on healthcare</td>
</tr>
<tr>
<td></td>
<td></td>
<td>doTERRA was founded in 2008</td>
</tr>
<tr>
<td></td>
<td></td>
<td>doTERRA is a debt free company with no outside funding</td>
</tr>
</tbody>
</table>

**1 retail sales**

Wellness Advocates earn 25% profit on purchases made by their Retail Customers

- As a Wellness Advocate, you have a replicated website [www.mydoterra.com/your name](http://www.mydoterra.com/your name) where customers can buy products

**2 fast start bonus (weekly)**

This bonus is designed to get you off to a fast start by providing money now

- Each enroller must have a 100 PV Loyalty Rewards Order to participate
- Bonus is paid on new enroller's PV for their first 60 days
- Earn 20% of personal enrollment's purchases
- Earn 10% of 2nd generation's enrollment's purchases
- Earn 5% of 3rd generation's enrollment's purchases
- Paid weekly

**3 power of 3 bonus (monthly)**

This bonus is designed to reward Loyalty Rewards Orders and proper structure.

- Qualified Loyalty Reward orders of 100+PV are required to participate
- Place three qualified Wellness Advocates on your front line
- Cumulative sales from you and your front line needs to total at least 600PV
- Bonus is paid each month the requirements are met
- Earn $50 on 1st generation
- Earn $250 on 2nd generation
- Earn $1500 on 3rd generation
4 Unilevel Organizational Bonus (Monthly)

This bonus is paid monthly on compressed organizational volume. You can receive compensation on seven levels of referrals. You can receive a percentage of sales on each level. Notice how the percentage grows the further down it grows. Earn the least on the least and the most on the most. If your team grew at a multiple of 3, it would grow at this rate. If each person purchased 150 pv of product, your check would be around $32,000 per month. If reversed, this would mean $20,000 less per month.

<table>
<thead>
<tr>
<th>Level</th>
<th>Retention Rate</th>
<th>Earnings</th>
<th>Multiplier</th>
<th>Total Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2%</td>
<td>1</td>
<td>3</td>
<td>$9</td>
</tr>
<tr>
<td>2</td>
<td>3%</td>
<td>2</td>
<td>9</td>
<td>$49</td>
</tr>
<tr>
<td>3</td>
<td>5%</td>
<td>3</td>
<td>27</td>
<td>$252</td>
</tr>
<tr>
<td>4</td>
<td>5%</td>
<td>4</td>
<td>81</td>
<td>$859</td>
</tr>
<tr>
<td>5</td>
<td>6%</td>
<td>5</td>
<td>243</td>
<td>$3046</td>
</tr>
<tr>
<td>6</td>
<td>6%</td>
<td>6</td>
<td>729</td>
<td>$9607</td>
</tr>
<tr>
<td>7</td>
<td>7%</td>
<td>7</td>
<td>2187</td>
<td>$32,571</td>
</tr>
</tbody>
</table>

5 Empowerment & Leadership Bonus Pools (Monthly)

- Each month the company takes 7% of total global sales and splits it up between six bonus pools.
- 1% is split between Premier and Silver ranks.
- 2% is split between Silver, Gold, and Platinum ranks.
- 1% is split between Diamond, Blue Diamond, and Presidential Diamond ranks.
- 1% is split between Diamonds.
- 1% is split between Blue Diamonds.
- 1% is split between Presidential Diamonds.

- Premier 1 share ≈ $190
- Silver 1 share ≈ $180
- Silver 1 share ≈ $150
- Gold 5 shares ≈ $750
- Platinum 10 share ≈ $1500
- Diamond 1 share
- Blue Diamond 2 shares
- Presidential Diamond 3 shares
- Diamond ≈ $4000
- Blue Diamond ≈ $9,000 - $12,000
- Presidential Diamond ≈ $15,000 - $35,000
ranks

- A personal LRP of 100+ pv required to achieve rank
- PV = personal volume resulting from your own purchases
- OV = overall sales volume produced by your organization
- Enrollership on qualifying Wellness Advocate is required to advance ranks
- Earnings vary. Averages are based on reported incomes from 2015

Ave Income $2200/mo*  
Silver  
- Elite  
- Elite  
- Elite

Ave Income $9400/mo*  
Platinum  
- S  
- S  
- S

Ave Income $37,700/mo*  
Blue Diamond  
- G  
- G  
- G  
- G

Ave Income $4780/mo*  
Gold  
- P  
- P  
- P

Ave Income $16,700/mo*  
Diamond  
- S  
- S  
- S  
- S

Ave Income $110,000/mo*  
Presidential Diamond  
- P  
- P  
- P  
- P

*see doTERRA's opportunity and earnings disclosure summary

what kind of doTERRA business do you want to create?

- Consultant to Elite
  - Earn Free Product
    - 3-5 hrs per week
    - TIME FRAME 2-4 months*

- Premier to Gold
  - Part-Time Business
    - 8-12 hrs per week
    - TIME FRAME 1-2 years*

- Platinum to Diamond
  - Full-Time Wealth
    - 15-30 hrs per week
    - TIME FRAME 2+ years*

*No guarantee of income. Individual results will vary greatly.
A 2016 U.S. based research study by an internationally recognized research firm highlighted various aspects of the growth opportunity of doTERRA in the coming years. Key takeaways from this study include the following.

- **55% of the general population has never used natural products.**
- **65% of the general population looks to natural products to improve their health.**
- **60% of people 18-39 years old currently use natural products, pointing to the growth in popularity of natural solutions.**

The most popular natural products people use to learn about natural products include essential oils, aromatherapy, and natural teas. These products are often used for their health benefits, such as stress relief, sleep aid, and immune support.

The study also highlights the importance of personal and professional networks in driving sales. doTERRA members rely on existing customers and personal networks to recruit new members and build their business. doTERRA offers a unique compensation plan that rewards members for their efforts, including a high percentage of new members joining as Wholesale Customers.

The company's commitment to quality is also emphasized, with their line of Certified Pure Therapeutic Grade® essential oils. doTERRA works with farmers and distillers around the world to source these oils, ensuring they meet the highest standards of purity and efficacy.

DoTERRA is a globally recognized leader in the essential oils industry, with a strong focus on quality, education, and community involvement. Their commitment to personal and professional growth and their emphasis on quality products make them a compelling opportunity for anyone looking to improve their health and well-being, while also building a successful business.
dōTERRA 2016 Opportunity and Earnings Disclosure Summary

Wellness Advocates

Entry-level Wellness Advocates with the rank of Consultant, Manager, Director, and Executive earn from $350 to $1,370 annually in commissions and account for 17 percent of all dōTERRA members. At the mid-level ranks of Elite and Premier (4 percent of all dōTERRA members), Wellness Advocates learn about participating in dōTERRA as a business and are almost always building a business on a part-time basis. Average annual earnings for these ranks range from $3,650 to $8,900 per year.

The highest levels in the commission plan are the leadership ranks (approximately 0.5 percent of all dōTERRA members). The 2016 average annual earnings for these ranks are shown in the following chart. Within these ranks are some dōTERRA members that conduct business on a full-time basis. This chart shows the rank, the average annual earnings of Wellness Advocates paid at that rank during 2016, and the percent of people within these leadership ranks who were paid at that specific rank in the United States.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Average Annual Earnings</th>
<th>Percent of Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>SILVER</td>
<td>$26,370</td>
<td>62%</td>
</tr>
<tr>
<td>GOLD</td>
<td>$57,370</td>
<td>23%</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>$112,700</td>
<td>5%</td>
</tr>
<tr>
<td>DIAMOND</td>
<td>$200,800</td>
<td>7%</td>
</tr>
<tr>
<td>BLUE DIAMOND</td>
<td>$453,100</td>
<td>2%</td>
</tr>
<tr>
<td>PRESIDENTIAL DIAMOND</td>
<td>$1,321,000</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

The dōTERRA business opportunity continues to grow. While the vast majority of dōTERRA customers are focused on the use of essential oils for the benefit of their family and friends, Wellness Advocates have an opportunity to earn an income, and in some cases a significant income, with dōTERRA. Of course, each Wellness Advocate’s actual earnings will depend on many factors including the time and effort they put into building their own dōTERRA business.

Leadership

dōTERRA’s leadership team is robust and includes thousands of individuals who are committed Wellness Advocates managing large customer organizations through training, education, and support. Many of these leaders are building dōTERRA sales organizations to supplement their household income. A smaller number of these leaders work on a full-time basis, with dōTERRA providing their main source of household income. During 2016, the company paid 49,140 people at the ranks listed (each person is only counted at their highest rank achieved during 2016). More than 95 percent of these Wellness Advocates stay with dōTERRA year after year.