

Getting Started and Business Basics

So you have decided to do a business with doTERRA. In this section we answer the following questions;

- What resources do you need to get started?
- What are the main things you need to know to get started?
- What are the keys to success?
- What are the basics of the business?

Online business resources:

- doTERRA University - [Live](#)
- doTERRA University - [Share](#)
- doTERRA University - [Build](#)
- [Doterra business blog](#)

What Resources do you *Really* need to get started?

1. *Oils!*

2. An *Essential Oil Reference book* – Modern essentials book or The essential life book. These can both be purchased from [Essentialoilsupplies](#).

3. The Modern Essentials App

There is also a very good app which you can purchase from the ‘app’ store. It is called modern essentials and is an excellent tool for looking up ailments etc. on the go!

4. *Sample vials*

These are 2ml bottles which are perfect for making up your samples to share with others. They come in packs of 72. You can purchase these from your back office at; [mydotterra.com](#) or from [essentialoilsupplies](#) Just type ‘vials’ into either search engine.



5. *Coconut oil*

It is a good idea to have carrier oil when you start using the oils as some oils are quite strong and need to be diluted. Coconut oil is the one we recommend as it complements the chemistry of the oils and does not have a strong odour. You can purchase this from your doters back office at mydoterra.com.

6. Optional resources:

- ***Tear pads***

These are an excellent resource to help teach classes especially at the beginning. There are a variety of tear pads to choose from. I would recommend choosing either, 'products made simple' or 'Edge Success medicine cabinet' to begin with as these are both designed to go alongside the intro class. These can both be purchased at [essential oil supplies](http://essentialoilsupplies).

- ***A-Z booklets***

These are a handy tool to have especially when you are sampling. They are small enough to fit into a handbag and is a simplified reference guide showing very quickly which oils can be used for specific ailments. They can be given with a sample of just used to show others how amazing the oils are and help those you share with decide which oil sample they would like. These can also be purchased as a pack of ten from

essentialoilsupplies.



- ***Lavender bags***

This is not an essential item but quite a nice touch when handing out a sample. The sample vials fits nicely in these bags and can also have a tag attached to them with instructions on how to use the sample. It adds a professional touch! These bags can

be purchased from amazon.



What are the main things you need to know to get started?

- *What is an essential oil?*
- *Basics of CPTG – sourcing and Testing*
- *Three ways to apply the oils – A,T,I*
- *Health and Safety*
- *Dosage and frequency for Acute and Chronic*

You can find all this information In the intro section of the resource books (modern essentials or the essential life book) or online at doterrauniversity.com in the 'live' section

- You also need to be aware that doTERRA does not claim to prevent, treat or cure disease. Lifestyle *prevents* disease; doctors *treat* symptoms and broken bones, the body *cures* disease and heals itself. doTERRA encourages a healthy lifestyle. In doterra we share the following health pyramid:



What are the keys to success?

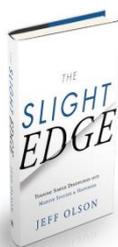
- ***Live the Product***
Before you can begin sharing with others, you need to have a belief in the product. The best way of getting this is through your own experience of the oils. This is why the first steps to a successful doterra business are to purchase some oils and a reference book and start using them!

- **Learn the basics of products and the business** – you will learn about the products from using them and reading the books. The basics of the business will be taught to you by your upline.
- **Sample a lot! – Follow up – Invite**
These really are the key steps to a doterra business, lots of sharing and inviting and then of course the next step is teaching!
- **Attend Trainings (online and live)**
doTERRA corporate hold various trainings throughout the year. A few of these are held in London. The **conventions** are held once a year in **Europe** and **America** and are a great opportunity to get a better feel of doterra and the integrity of the company. It helps you to get belief in the leaders and what they stand for. It is also a great opportunity to learn more about the products and the business. We can't recommend this enough and is well worth the investment of both money and time. It has been observed that those advocates who attend convention are generally a lot more successful in their doterra business.
- **Invest in Personal Development Daily**

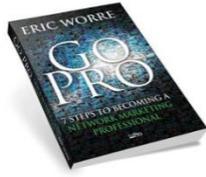
“In life and in business, the one element that matters most is **belief**. Your business will only go as far as your belief. As your belief grows, you will naturally advance in doTERRA”

Daily personal development is essential for a successful business. In doterra although you get to work as part of a team, the success of your business is really down to one person, **you!** Some days are harder than others and it is so important to consistently build your self-belief. You cannot lead others, if their belief is higher than yours.

DoTERRA recommends that as part of your daily habits, you read 10 pages of a good book. There are so many books to choose from. The first two recommended by doterra as a good starting point are the following;



'The Slight Edge' by Jeff Olson and **'Go Pro'** by Eric Worre



- ***Carry out the daily habits***

The great thing about the doTERRA business is you can take it at whatever pace suits you. This can be anything from 5 -20+ hours a week. If you have goals to replace your income, you will want to commit to about 20 hours a week. If you decide to do this, we strongly suggest you follow these habits;

Daily: Use the product, sample or make contact with 2 new people and follow up with 2 people, carry out product and business training, do your personal development.

At the beginning you may want to contact your mentor daily for advice if you are growing quickly.

Weekly: After Launching your business we recommend you present one class or 5 1:1s weekly to grow your business quickly. Some people want to grow their business at a slower pace, so teach classes once or twice a month. This is your business so you choose how quickly you would like to go.

You will also want to speak with your mentor once a week

Monthly: Place your 150pv LRP order by the 15th of the month and attend any training.

- ***Commit and just keep going!***

This may seem like an obvious one, but it really is the one thing you just have to do to guarantee success. If you do all of the things we suggest in this business program and then just keep doing it consistently, you will succeed!

What are the basics of the business?

This can be summed up using the doTERRA Success Cycle;



Step 1: Live the products – Use them and learn as you go!

Step 2: Share the products with others through sampling and follow up, then invite them to a class or 1:1

Step 3: Teach and empower others to use the oils through classes and 1:1s. Enrol other wellness advocates and offer each new enrollee a wellness consultation.

Step 4: Lead other members on your team who are building the business through daily/weekly strategy sessions and support as and when needed. Duplicate yourself!

Step 5: Repeat these steps over and over until you are Diamond and then the focus is more on leading, although you will always want to continue to find new people so you keep control of how your team grows and you can gift others with users and builders.