

doTERRA Leadership Guide



Where do I fit in doTERRA? What does it mean to build a doTERRA business? What kinds of commitments do I need to make and keep - if any? These are great questions and we want to help you discover those answers so you can have the best possible experience sharing doTERRA and so we can best support you. Let's review the different "types" of leaders below and find out where you feel most comfortable. As your mentor this will also help guide me on what I can do to help you along the way.

Level 1 - Casual Sharer

TIME: No hourly commitment monthly or weekly

EVENTS: Will sometimes do a monthly class, event, or 1-1 but may not

GOALS: Doesn't want goals set upon them

SUPPORT: Wants to go at their own pace - "this is a casual hobby for me"

Level 2 - Consistent Sharer

TIME: 5-10 hours a month commitment

EVENTS: Hosts at least one event, class, or 1-1 per month (Help from my upline with these events is desired)

GOALS: Goals are wanted but minimally

SUPPORT: One monthly call or check in from my upline leader would be helpful

Level 3 - Builder

TIME: 5-10 hours a week commitment

EVENTS: Hosts multiple events, classes or 1-1's per month (help from upline with the first couple - eventually to teach on their own)

GOALS: Has specific tangible goals to work on, or self development work

SUPPORT: One monthly coaching call (preferred bi monthly depending on enrollment levels)

Level 4 - Business Builder

TIME: 20-40 hours per week

EVENTS: Hosting multiple events, classes, or 1-1's per week, (upline help with the first couple then support to teach on my own)

GOALS: Has specific weekly goals to help reach rank or income desires, along with self development activities

SUPPORT: Weekly coaching and mentoring call with my upline, to stay on pace and review team structure for rank