Three Pathways of a doTerra Builder
adopted from Teresa Harding

This is a great way to identify and find your front line and second line builders. You can use this script for every person that appears to be interested in the business or those that you think would be great at sharing doTerra.

There should be no pressure. You want them to be honest about their intent. If they choose to simply be a user, provide excellent customer service and follow up regularly. There may come a time when you can move a user down one of the Three Pathways to build deeper within your organization.

As you engage in this conversation, keep a piece of paper in front of you and write down the words that are bold for the prospect to see and visualize.

How you bring up this topic is entirely up to you. Be natural and authentic and follow their lead. Here are a few suggestions in approaching the topic of doTerra as a business:

• If money is a concern, I would love to show you something that changed my life. When can we get together?
• You’ve mentioned friends that you want to share the oils with. Let me show you the options with that. When can we get together?
• You seem like the type of person who might like to tell others about your experience with the oils. Is this true? Would you like to get together and talk about what usually happens when someone like you joins doTerra?

After you have initiated the conversation, you mention the Three Pathways.

Since I have been doing doTERRA as a business, I have learned that people end up choosing to go down 3 different pathways. I’m going to show you what those are and you show me where you fit in to this whole thing

1. The first pathway is someone who wants to just pay for oils or their habit. They want to get their doTERRA products for FREE.

   PAY FOR OILS

   This person usually just wants to casually share with friends or family.

   CASUALLY SHARE

   With someone who shares like this, over several months, they’re going to get to the point where they are paying for their oils.

   SEVERAL MONTHS
2. Now the second pathway is someone who wants to supplement their income.

SUPPLEMENT INCOME
Someone who wants to build like this usually wants to make between $1,000 to $4,000 per month.

1K - 4K per month
A builder like this usually they would need to plan on committing about 4-5 hours per week.

4-5 hours per week
And over time, this builder is going to get to the point where they are making that income.

OVER TIME

3. Now the 3rd pathway is someone who wants to replace their income.

REPLACE INCOME
Someone who wants to build like this...they may love their job but they want to pick and choose when they can do it. Or they may not like their job. This is someone who wants to make between 5, 10, 20, 50 thousand or more a month.

5k-50k per month
A builder like this would need to plan on committing around 20+hours per week

20+hrs per week

Now let me show you what some of the criteria would be for someone who wants to build like this.
(It’s almost the same for #2, just less of everything. So its easier if we just do it like this.)

Someone who wants to build like this would need to plan on committing to do a 150pt auto-ship or LRP order every month.

150 PV/ mo LRP
They would need a Modern Essentials book.

BOOK
They would need to plan on committing to finding 3 builders.

3 BUILDERS
They would need to plan on committing contacting at least 3-5 new people per day

AT LEAST 3-5 NEW CONTACTS/ DAY
They need to have written goals.

GOALS
And of course they’ll be involved in events and training.

EVENTS / TRAINING

Now doTERRA only requires 100 PV LRP order to get a pay check but I understand the compensation plan really well. So I require my builders to do 150 PV per month because there are serious bonuses that you will
miss out on if you’re not at 150 and I will not let that happen to you. I know people who have missed out on a $1500 bonus because they are $25 short somewhere and I just won’t let that happen.

So now you just need to let me know exactly what you’re thinking. Exactly which one of these fits you best?

If the prospect raises concerns, consider the following:

• **Don’t know enough people**: We will work with your contacts first. But don’t worry about that. I have more contacts than I can handle. That’s not going to be a problem. I will work with you and teach you how to find other contacts.

• **Not enough time**: If you are willing to commit to this criteria, then we will work on this. We will look at your schedule and we will figure something out. I don’t want you to worry about working an extra 20 hours a week.

• **Money for the monthly order**: Let’s set it up for 100 and then we will bump it up to 150 when you’ve made enough. But once you’ve made $150, that needs to go to your LRP.

So now look at this and you tell me what fits you best. You tell me….where do you see yourself here?

Ok GREAT!!

• Ok. So let’s pick which kit you want.
• Usually someone who is going to be sharing oils looks at these kits.
• Someone who wants to build like #2 is usually looking at these kits.
• And someone who wants to build like #3 this is usually looking at these

Get whatever kit you feel comfortable with because you need to feel good about this. I never recommend that someone go into debt to start this business.