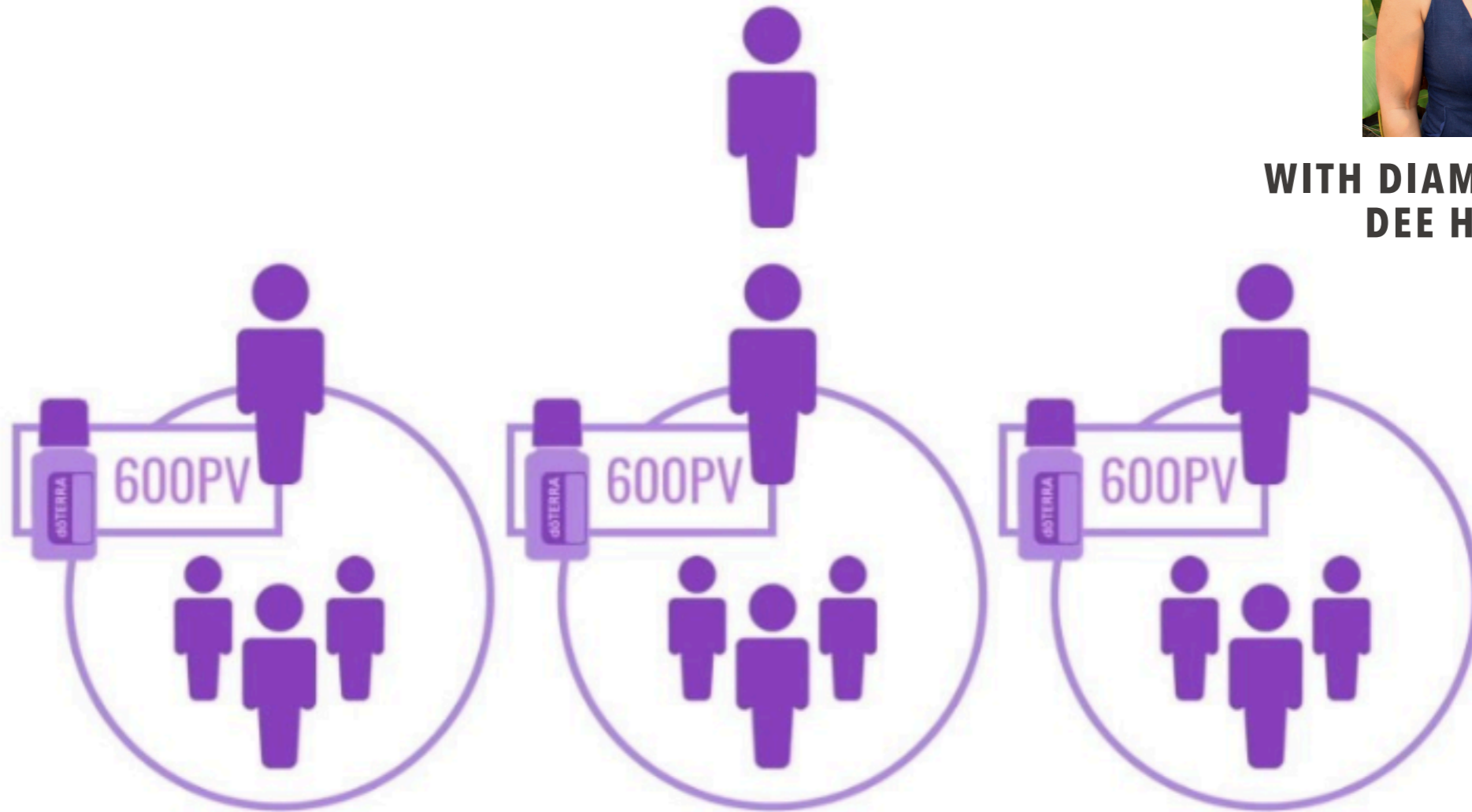


# POWER OF 3:

## STRENGTHENING YOUR DOTERRA BUSINESS



**WITH DIAMOND LEADER  
DEE HOWARD**



# TODAY'S TRAINING

Let's get clear on:

- The Power of 3 bonus, its qualification criteria and how it works.
- The importance of Power of 3 and its role in the commission plan.
- How it can stabilises you monthly pay check.

I hope to:

- Empower you to work with your Loyal Customers and sharers to grow your business and subsidise their household budgets



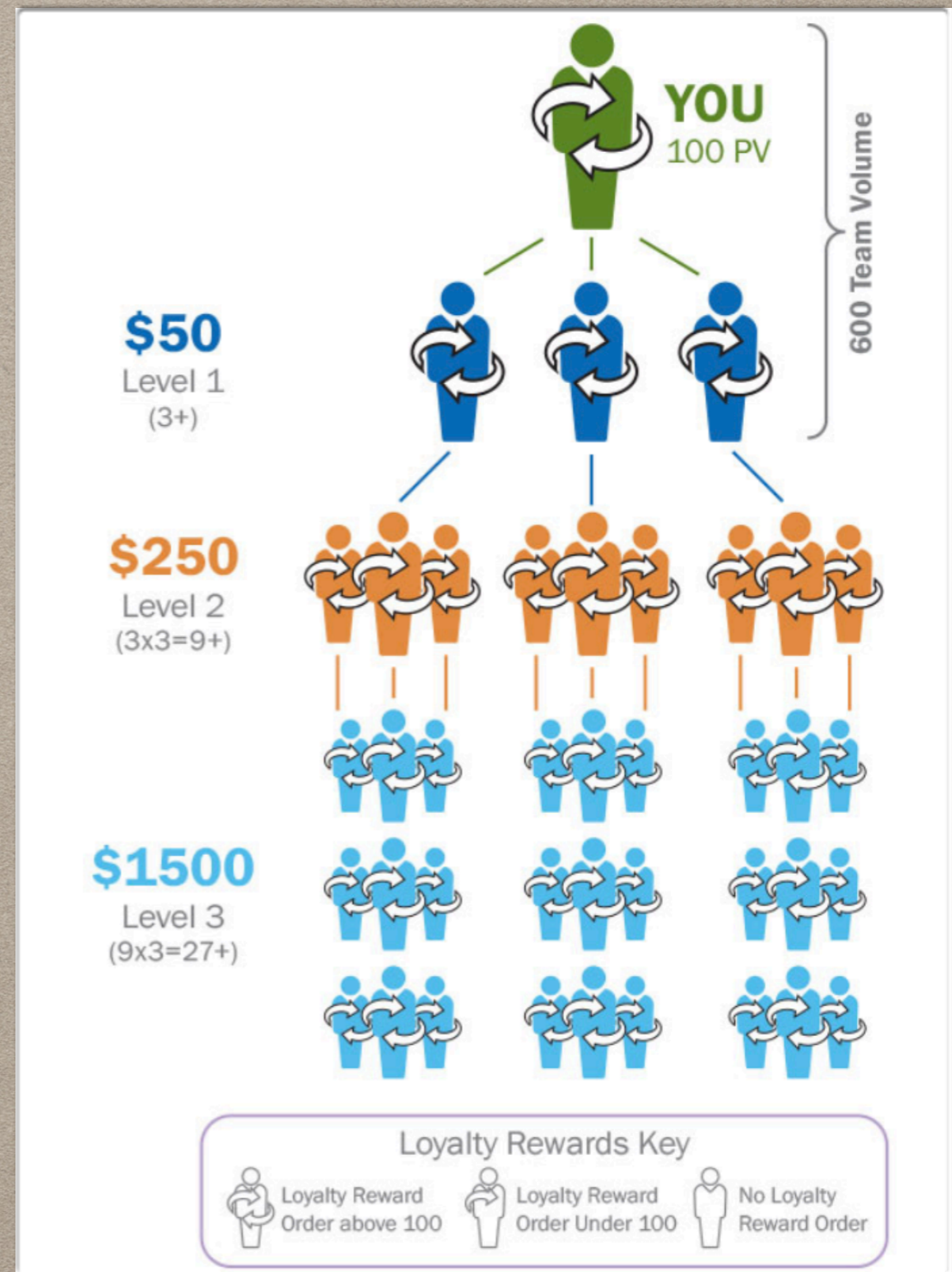
# KEY TERMS THROUGH THIS TRAINING:

- **PV:** doTERRA numerical Product Value
- **OV:** Term for the Overall Team Volume
- **LRP** - doTERRA's monthly Loyalty Rewards Program
- **Frontline (Level 1)** - This term refers to the first level of people you find in your Tree.
- **Level 2** - This refers to the second level of people you find in your Tree
- **Level 3** - This refers to the third level of people you find in your Tree
- **Fast Start Bonus** - You receive this bonus when you introduce a new customer to doTERRA and they open a Wholesale/Wellness Advocate account.

# WHAT IS POWER OF 3?

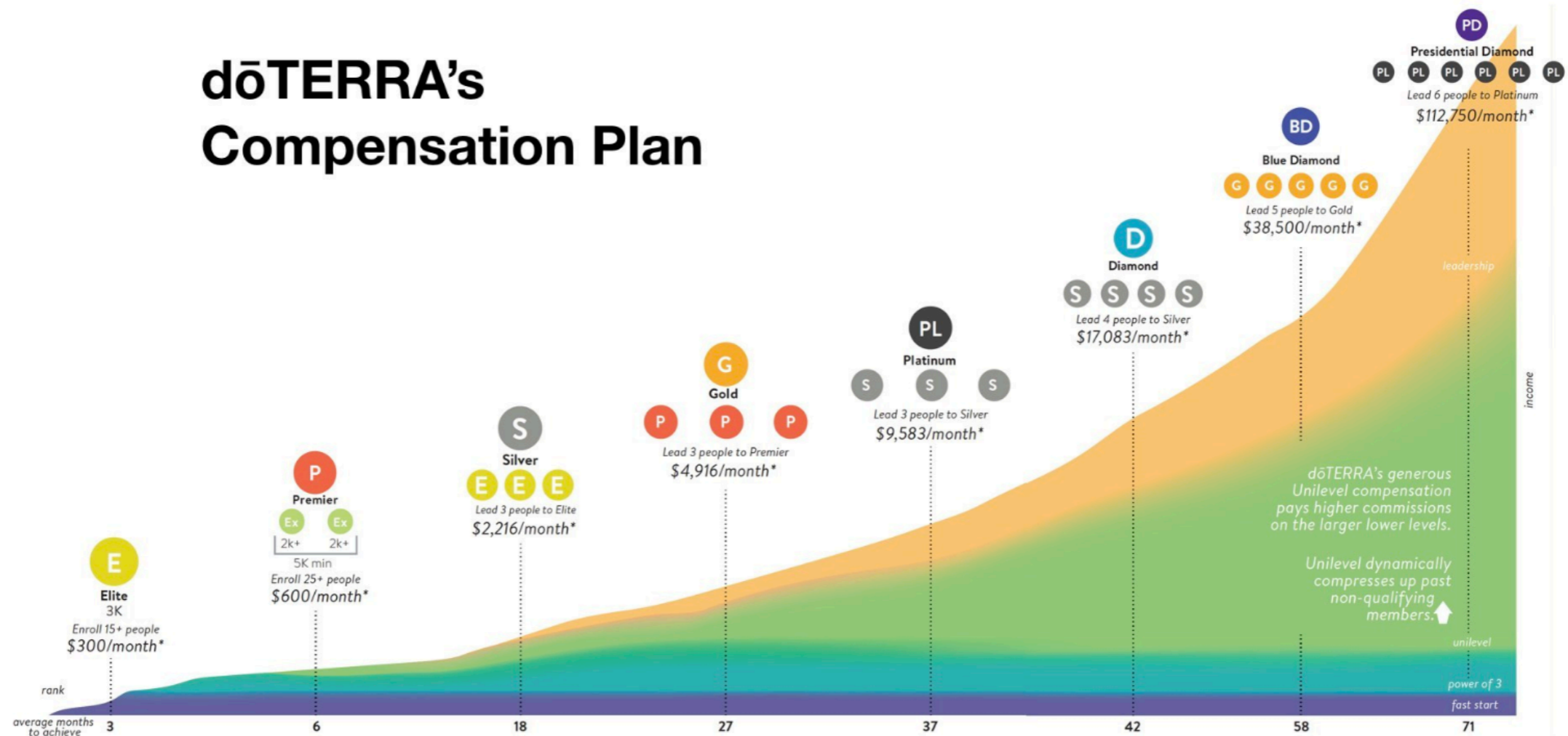
Power of 3 is an integral part of doTERRA's compensation plan.

It makes up approximately 50% of your forecasted income until you hit the rank of Platinum.



# HOW MUCH DOES POWER OF THREE CONTRIBUTE TO THE AVERAGE PROJECTED MONTHLY RANK EARNINGS?

## dōTERRA's Compensation Plan



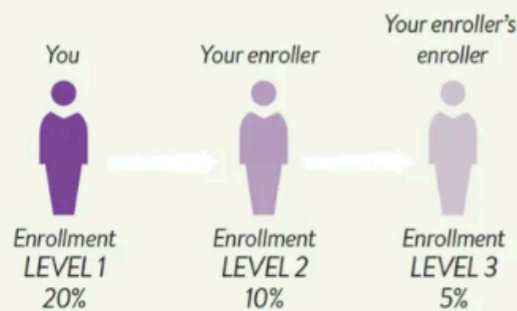
Source: Share Success Build Book

## Introducing

### ☆ FAST START BONUS

**Paid weekly** on new enrollee volume for their first 60 days. Enroller must have 100 PV Loyalty Rewards Order to receive this enroller bonus.

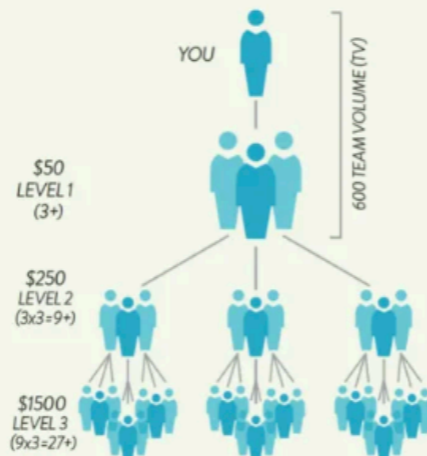
Earn commissions immediately!



## Organizing

### ☆ POWER OF 3 BONUS

**Paid monthly.** Each person pictured needs 100+PV LRP and each team needs 600 TV to receive this sponsor bonus.



## Supporting

### ☆ UNILEVEL BONUS

**Paid monthly** on team volume outside the Fast Start bonus window (member's first 60 days).

65% Retention Rate

Get paid 7 levels deep

Level	Percentage	# of people	Income	Notes
Level 1	2%	3	\$9	
Level 2	3%	9	\$49	
Level 3	5%	27	\$252	
Level 4	5%	81	\$859	
Level 5	6%	243	\$3,046	Elites are paid to this level
Level 6	6%	729	\$9,607	Premiers are paid to this level
Level 7	7%	2187	\$32,571	Silvers and above are paid to this level

Levels in your organization → Percentage paid on monthly volume → # of people → Income based on 150PV orders

## Leading

### ★ LEADERSHIP BONUS

**Paid monthly.** 6% of global profits divided among leadership ranks.

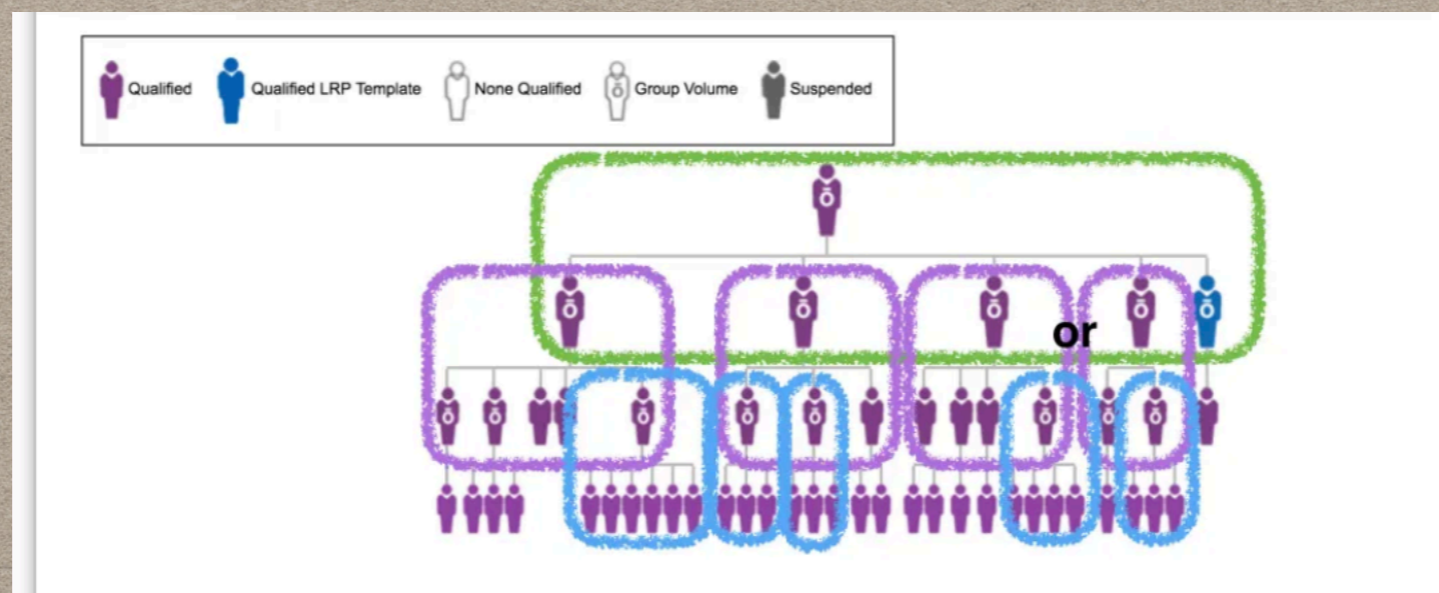


This picture was sourced from [benbalden.com](http://benbalden.com) Diamond leader Ben Balden

# BUILDING TO POWER OF 3

Power of 3 can not be achieved haphazardly. It is a very specific and structured bonus that helps YOU as a builder to strategically build your tree in a way benefiting your Unilevel commission over a long term period.

It has been created to support the duplication of doTERRA's network marketing business model and guides you to structure your business into clusters to ensure your volume is being maximised regardless of your monthly rank.



# WHAT ARE THE QUALIFICATION CRITERIA FOR THE POWER OF 3 BONUS:

LRP

3 x100PV LRP orders

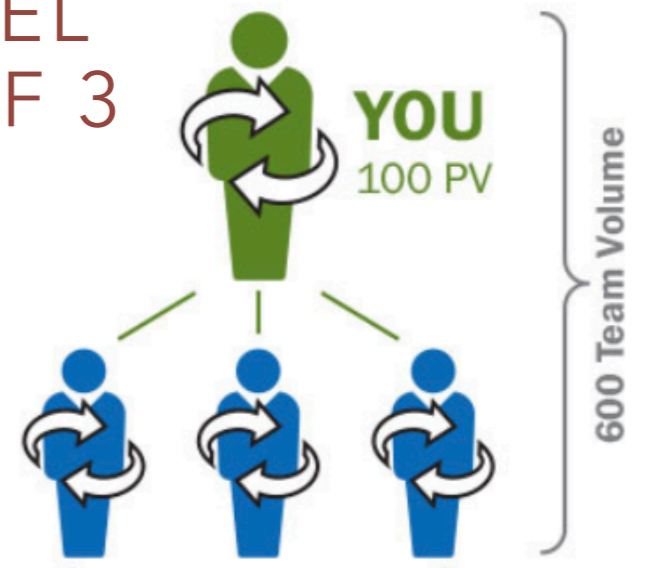
TOTAL VOLUME

600 OV

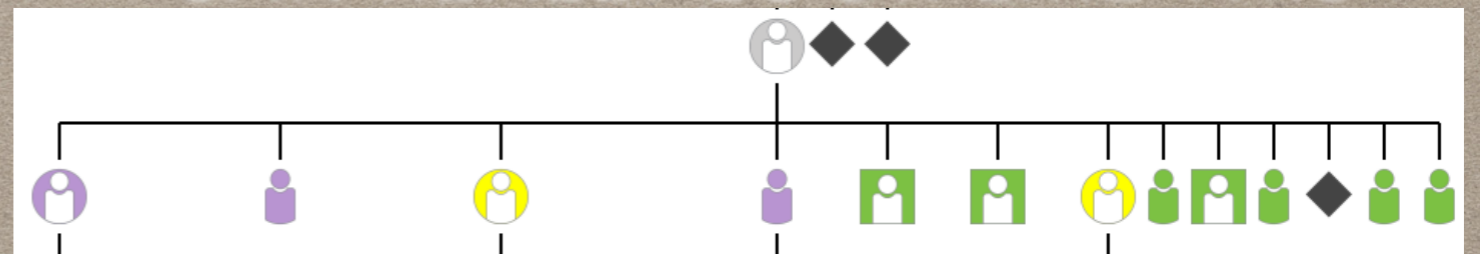
(inclusive of volume on both levels)

FIRST LEVEL  
POWER OF 3

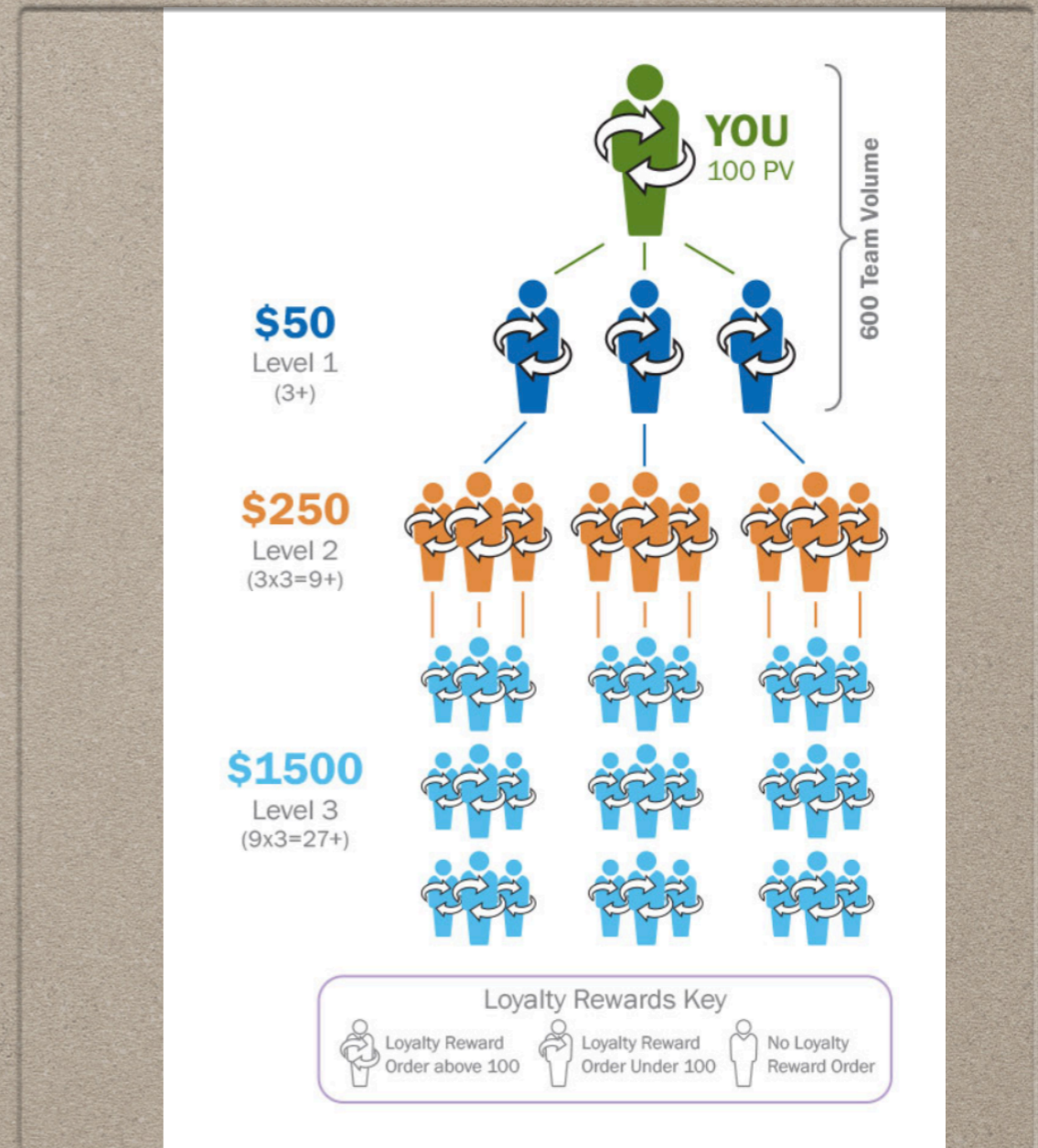
\$50  
Level 1  
(3+)



CAN REALLY LOOK LIKE THIS



- LEVEL 1 POWER OF 3: (\$US50/\$80AU)
- 3 Customers x 100PV LRP order with a total monthly volume on Level 0 and 1 of 600OV.
- LEVEL 2 (\$US250/\$400AU)
- 3 x 3 Customers x 100PV LRP order with a total monthly volume of Level 1 and 2 of 600OV.
- LEVEL 3 (\$US1500/\$2400AU)
- 9 x 3 Customers x 100PV LRP with a total monthly volume of 600OV on level 2 and 3



# WHO CAN GET POWER OF 3?

Wellness Advocates

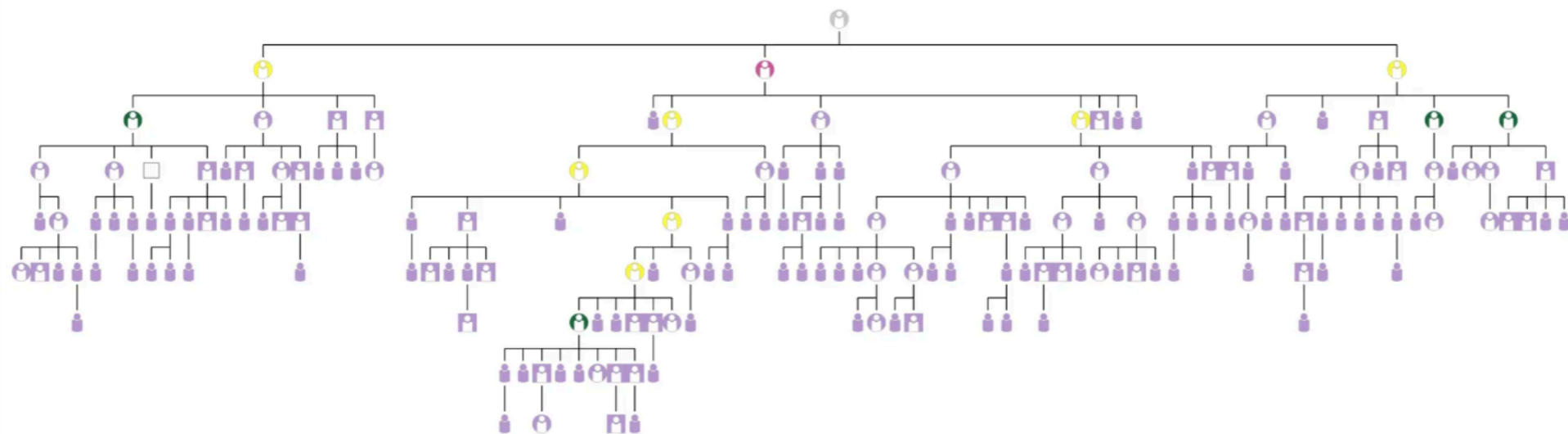
## WHICH ACCOUNTS CAN MAKE UP THE 600PV TOTAL VOLUME?

Your enrolments

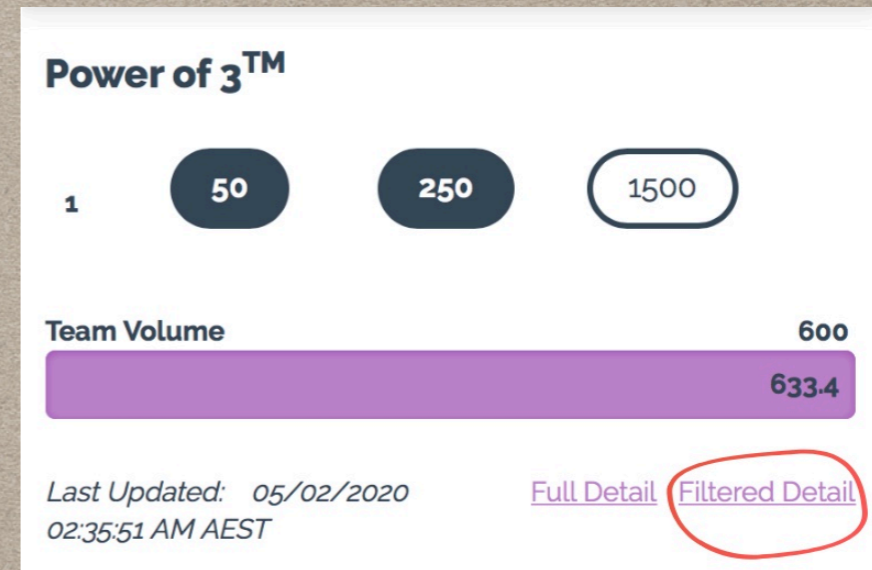
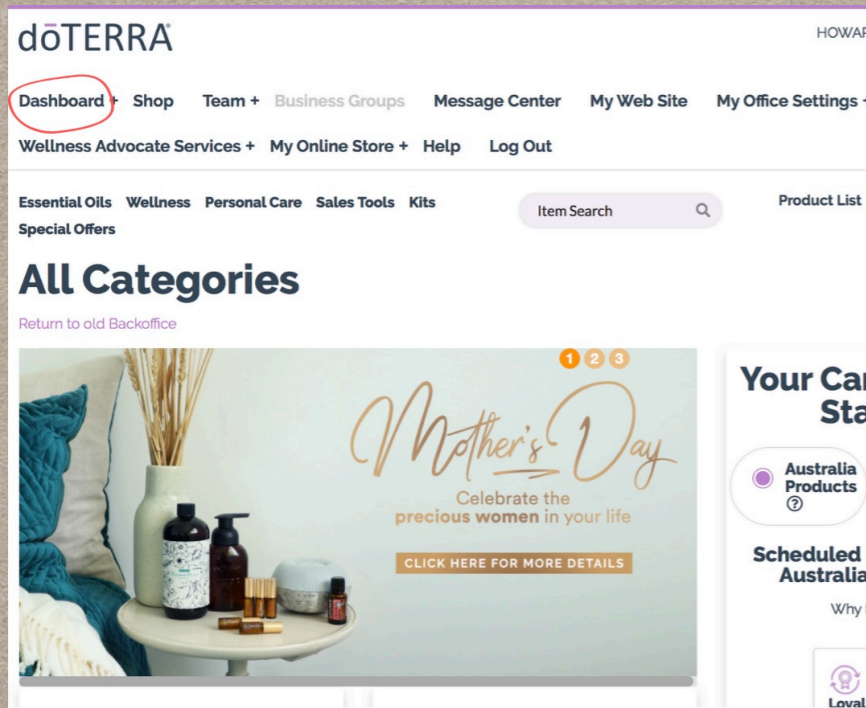
The sponsors enrolments

The volume of a New Enrolments

The volume of Retail Orders

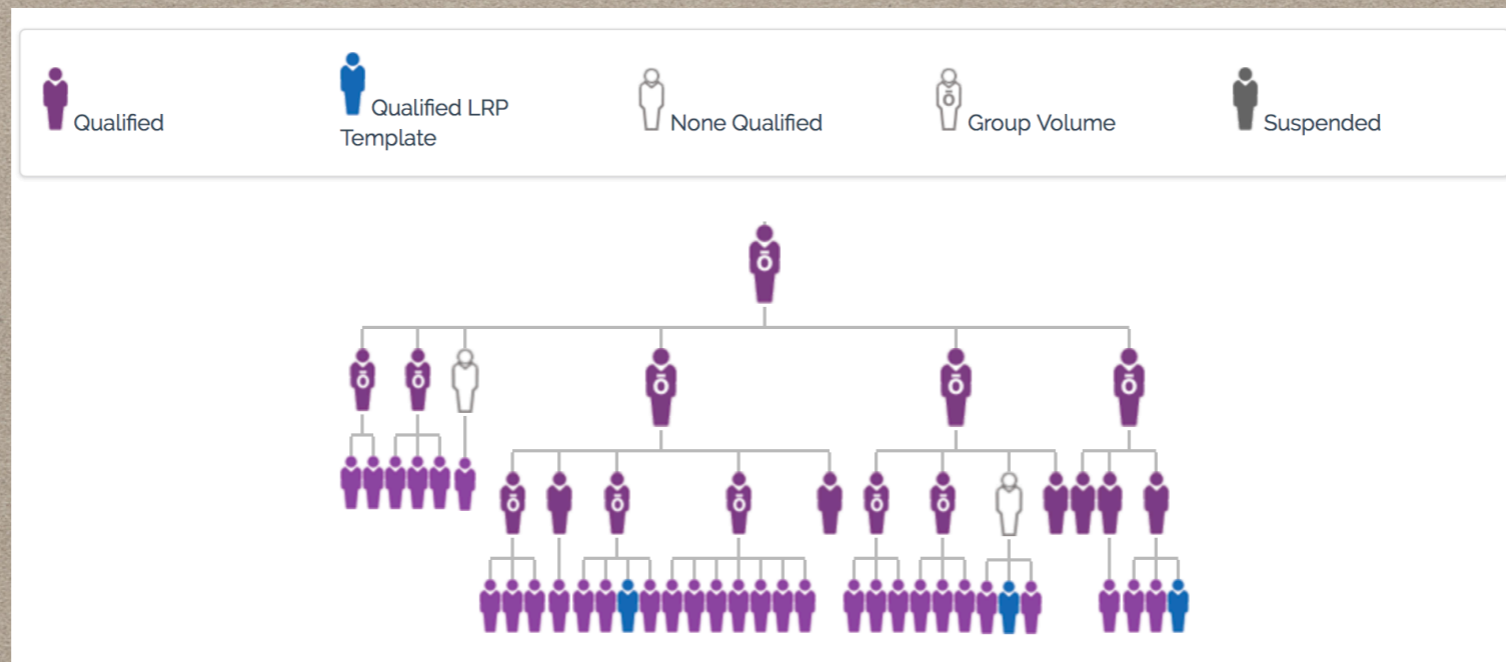


# WHERE CAN YOU FIND OUT THE INFORMATION ABOUT THE STATUS OF YOUR POWER OF 3 THROUGH YOUR BACK OFFICE?



- Click on your Dashboard.

- Click on the Filtered Details.



# WHY WOULD YOU CHOSE TO BUILD YOUR BUSINESS TO POWER OF 3

## THE FACTS

- To build to 3rd level power of 3 you need **39 customers** processing a 100 LRP order monthly.
- Once you have solidified your third level you will have a stable Elite team (and be very close to Premier and gain access to the Empowerment bonus). You will be getting paid \$US1500 which is about \$AU2400 per month.

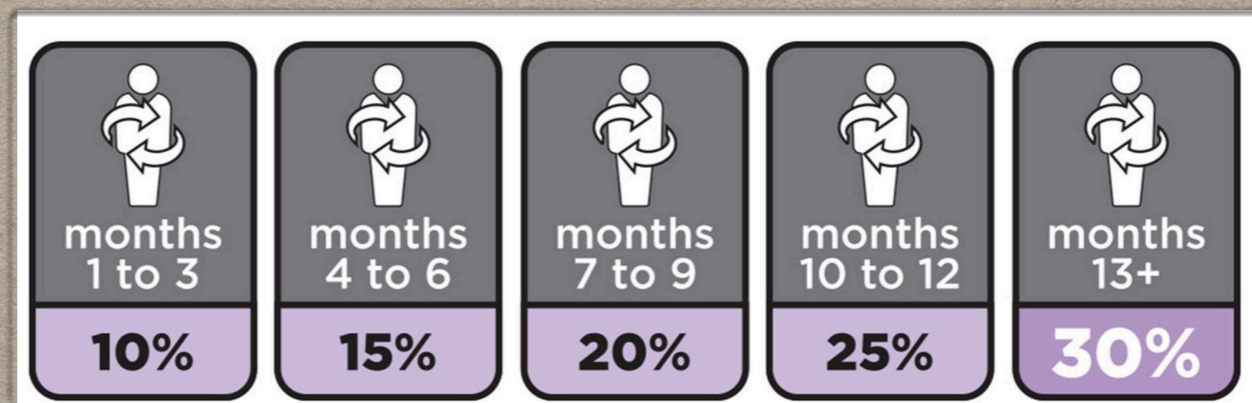
# HOW DOES POWER OF 3 COMPARE TO DOTERRA'S LEADERSHIP BONUSES

- The average Premier & Silver Empowerment bonus is: \$AU288
- The average Silver Leadership bonus is: \$AU214
- The average Gold Leadership bonus is: \$AU1103
- The average Platinum Leadership bonus is: \$AU2352

Once you solidify your first level of power of 3 you can work with your sharers/ customers/builders to solidify your second and third level power of 3.



# YOUR JOB NOW IS TO GET SUPER CLEAR ON THE VALUE OF DOTERRA'S LOYALTY REWARDS PROGRAM.



# EMPOWERING YOUR CUSTOMERS

- Power of 3 empowers you to have business conversations with your Loyal Customers.
- You can work with a Loyal Customer to refer people from their community to the product. (through a class or one on ones)
- A Loyal Customer can be upgraded to a Wellness Advocate once they have enrolled/referred someone with a 100PV order. (preferable outside of 90 days) so that you can move them anywhere needed.
- You can then work with them to help solidify their Power of 3.
- Power of 3 can help your customers to subsidise part of their monthly household budget.

# EMPOWERED CONVERSATIONS

- Why is power of 3 so powerful for both customers and builders in our doTERRA community?
- When was the last time you where subsidised by a company for placing a monthly order?
- When was the last time you we reimbursed monthly by a company for referring a customer to their product?
- How many times do you refer friends to great value products and get no reimbursement at all?



# A LOYAL CUSTOMER CAN GET A PART OF THEIR HOUSEHOLD BUDGET SUBSIDED WITH DOTERRA

- Here are some real figures I pulled from my current customers that are getting paid their first level power of 3:
- Customer 1: 837 OV    \$AU96
- Customer 2: 1037 OV    \$AU94
- Customer 3: 2236 OV.    \$AU147



(These figures include Unilevel as well)

# POWER OF 3 STOPS YOU FROM FEELING HELPLESS

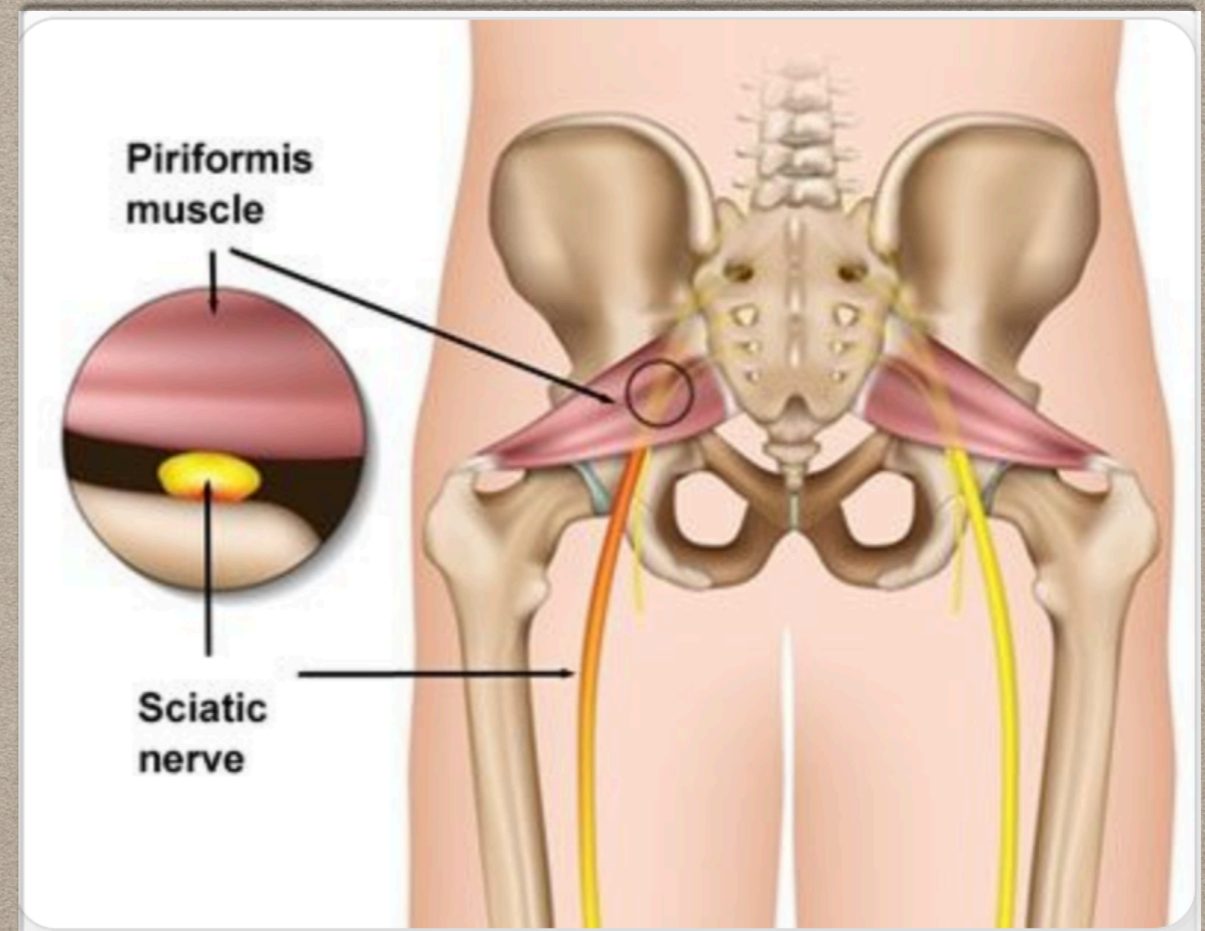
- Work around those that don't respond to you or tell you they don't have time to understand what you are trying to do.
- In the long term it is their loss and you need to be able to work with people that want to build a relationship with you.



If the power of 3 was a muscle it would be the Piriformis.

The Piriformis muscle is located deep with the hips and helps to rotate the hips.

When our Glutes (builders) switch off the Piriformis acts a stabiliser until our Glutes (builders) start working again.



It stabilises our monthly income regardless of RANK and what our builders are or aren't doing.