

DOTERRA WHOLESALE ACCOUNT INFORMATION

(screen shows doterra.com)

Creating a wholesale membership account with Doterra is like becoming a Sam's Club or BJ's member. You pay a small upfront fee, and you are able to shop at 25% less than the retail price. You can log into Doterra's website and shop whenever you want. Every year you are charged a \$25 renewal fee, but you also get a free peppermint essential oil so it is basically a wash. The initial fee is \$35 to become a member, and that fee is waived if you enroll with one of Doterra's enrollment kits. The membership is as simple as that, and you can cancel at any time, or just not order anymore. There is complete freedom of choice to be a member or not at any time. You do not have to sign up for any autoships, and you do not have to sell anything. Most of the people who buy Doterra products are wholesale customers. Then there are a smaller percentage of us that make it a part of our vocation. If you think you will order more than \$144 worth of products a year, then the most cost effective choice is to become a wholesale customer.

The first step is to choose how you want to enroll. You can order the \$35 wholesale membership and an Information packet will be shipped to you. You can also add products to that order a la carte that fit your specific needs.

Or, if you want the \$35 fee waived, you can purchase an enrollment kit instead. Let's go through the kits to see if one works for you. When you are first starting, sometimes it is easier to buy a kit than to figure out what products you want a la carte.

(Screen shows doterra.com, "Login", "Enroll Today," and scroll down and until you see the Enrollment Kits. Hit the arrow until Diamond Kit is displayed)

- 1) **Diamond Kit:** this has the most products, the biggest discount, and the biggest opportunity for additional free products once you enroll. If you are one of those people who can't pass up free product, and you want everything available to you from the start, this is an amazing deal. You get tons of oils, supplements, personal care products, a diffuser and a carrying case. When you click on the picture you can see the whole list of products that will allow you to support every tier in your Wellness Lifestyle right away. Doterra has given a discount on all the kits because you are buying a bundle rather than buying them separately. With the Diamond Kit, you receive an additional \$866 off. You are only able to purchase these kits when you enroll, so you can't order them after you have enrolled and receive the discount. It is a one-shot opportunity to consider from your *Above the Line* decision-making process. In addition, if you join Doterra's Loyalty Rewards Program, you can receive \$400 more dollars in free products and Fast Track to the maximum % back in free product for all future purchases. I'll explain a little about the Loyalty Rewards Program once we go through the kits so you can evaluate what the benefits are with each kit.

- 2) **Every Oil Kit:** this kit has all the oils, plus a large carrying case, and a diffuser. This is especially great for practitioners who use essential oils with their clients and patients so that they always have what they need on hand. You save \$630 by buying all the oils when you start, you can also receive \$200 more dollars worth of free products and Fast Track to the maximum you can earn in free product on future orders when you join the Loyalty Rewards Program.
- 3) **Natural Solutions Kit:** this is my favorite kit for everyone looking to impact their entire Wellness Lifestyle because you will own enough products to support you at every tier. You get oils, supplements, personal care products and a diffuser. You save \$228 on this kit, plus you can receive an additional \$100 dollars worth of free products and Fast Track to the maximum you can earn in free product on future orders when you join the Loyalty Rewards Program.
- 4) **Home Essentials Kit:** this includes big bottles, 15ml, of the ten most commonly used oils except for Deep Blue which is a 5ml. It also includes a diffuser which allows you to take advantage of the important benefits of inhaling the oils. For instance, diffusing lavender into the air at nighttime can be amazing for quality sleep. You save \$86 on this kit.
- 5) **Family Essentials & Beadlets Kit:** this is Doterra's most basic starter kit. It contains small (5ml) bottles of the 10 most commonly used oils plus On Guard and Peppermint in little beadlets that you can pop in your mouth. If your primary starting goal is to have a natural option rather than a synthetic product on hand to support your family's healthcare needs, then this is a great starter kit. It also includes an awesome reference booklet to help educate you that comes with all the Kits. You save an additional \$36 with this kit.
- 6) **Cleanse & Restore Kit:** If cleansing your body's major organs is your priority, everything you need to start is in this kit. People who have chronic inflammation and/or poor gut health are prime candidates for this kit. Also, anyone looking for a 30 day cleanse will get a great deal by enrolling with this kit. It includes all the supplements you will need and lemon oil to drink daily in your water. You save \$81.
- 7) **Aromatouch Diffused Kit:** contains 5ml bottles of all the oils used in a special oil application method called Aromatouch. You can take a class to become certified in Aromatouch to perform on friends, family, clients or patients. If you are interested in learning more about the amazing technique which calms the body, increases immunity, decreases inflammation, and resets emotional stability visit the Aromatouch tab under Advocates on doterra.com. <https://www.doterra.com/US/en/aromatouch-technique>
- 8) **Emotional Aromatherapy Diffused Kit:** If your primary goal is to use oils for emotional support, then this is the kit for you. It includes Doterra's 6 special emotional blends and a diffuser which is imperative for emotional support. You want those oils going in through your olfactory sense where they have direct access to the emotional center of

your brain. This diffuser is for a larger space than the diffuser in the Home Essentials Kit. You save \$69.

There is a link in the "Resource Links" section to a comparison of Doterra's diffusers if you are curious:

<https://media.doterra.com/us/en/pips/doterra-diffuser-comparison.pdf>

(Screen shows <https://www.doterra.com/US/en/flyers-loyalty-rewards-program> for Loyalty Rewards Program Education)

You will notice I mentioned that 3 of the kits are Fast Track Qualifying Kits: the Diamond Kit, the Every Oil Kit and the Natural Solutions Kit. They qualify you for more benefits when you also choose to participate in the Loyalty Rewards Program. I said that you do not have to be on an autoship when you get a wholesale account, but you do have the option of ordering monthly and getting rewards points, just like frequent flyer miles. This monthly ordering program is called the Loyalty Rewards Program (LRP), and it allows you to receive a maximum of 30% back in free product credits from each order over 50 points. All oils are \$1=1 point, but some products have a lower point value than dollar value. For instance, the mouthwash costs \$14.50 but has a point value of 10. PV stands for point value. I receive 30% back on all my orders, which means that every time I order 100 points of product I receive 30 points back in free products. These points can be redeemed anytime I am ordering toward the price of the products. If I wanted to use my 30 free product credits to buy 2 mouthwashes, I would use 29 of the credits because mouthwash is \$14.50.

A customer's commitment to the program is to place an order EVERY MONTH. You can change your order and get different products, so it is not an autoship of the same products each month. You can order as little as one thing, but when you order 50 points or more, then you will receive your % back in free product credits. Everyone who participates in the program starts at 10% back, and the % increases by 5% with every 3 orders that are 50 points or more. So if you placed an order of 50 points or more 12 months in a row, you would max out at 30% and stay there as long as you remain on the program and are ordering as least one thing every month. Again, you will only get the benefit of the free product credits when your order is 50pv or more. The free product credits are redeemable for 12 months.

Once you are up to 30% back, you are getting the 25% wholesale discount plus the 30% back which like getting the products for 55% off the retail price. This really allows us to take advantage of reducing our toxic load by switching to Doterra's cleaning and personal care products. It is one-stop natural shopping in a way that is very cost-effective, and you can compare to see if it will actually **save** you money. Not to mention saving you money in the future because you are taking care of yourself today.

With the Fast Track kits, you also get extra free product credits when you place a LRP order for at least 2 months after enrolling, and the first order must be at least 100 points. You get 400 free product credits with the Diamond Kit, 200 with the Every Oil Kit and 100 with the Natural

Solutions kit. That is just extra free products for being on the Loyalty Rewards Program and buying a bigger kit. In addition, instead of starting at 10% back in free product credits and it taking you 12 months to get to 30%, you start at 25% back with the Diamond Kit, 20% with the Every Oil Kit, and 15% with the Natural Solutions Kit. This means instead of it taking 12 months to get to your maximum 30% back, you can reach it in just 3 months with the Diamond Kit, 6 months with the Every Oil Kit, and 9 months with the Natural Solutions Kit if all your orders are 50 points or more. These kits Fast Track you to your 30% rewards.

The kits provide something for everyone. If you are having trouble deciding where to start, please contact me or the person who referred you to help you. Be aware to see if this information has triggered any Below the Line Emotions. Do you feel overwhelmed, disempowered or confused? If so, ask yourself what those emotions are protecting you from so you can decide if you need to be protected. If not, switch to an *Above the Line* emotion like enjoying being informed so you have all the facts to make your decision.

Now, I want to explain how you can support the person who referred you to this program if he or she is part of the small percentage of us that are making this part of our vocation. Part of why I have created this Program is to support my Doterra customers and the customers of those who work with me. One of the people who work with me may have referred you. If so, please let that person know if you are ready to create your Wholesale Account. You can still create your account through the links I'll provide, but it is best to let them know so they can help you.

(Screen shows my.doterra.com/piersonwellness:
<https://www.doterra.com/US/en/site/piersonwellness>)

If you are creating your account through me and my company, Pierson Wellness, you will go to my.doterra.com/piersonwellness or find the link in the Quick Links or Resource Links section. Then click "Become a Member."

You will need to choose if you want to start as a Wholesale Customer or a Wellness Advocate. The only reason you want to choose Wellness Advocate is if you want to incorporate Doterra as part of your existing vocation right now. Wellness Advocates are able to enroll other people and earn income. You are able to change from a Customer to an Advocate any time, so there is no disadvantage to starting as a Customer. If you want to upgrade to a Wellness Advocate in the future, you can visit Sharing Doterra on this website and talk to the person who referred or enrolled you.

So most of you will be choosing Wholesale Customer. Then you choose your country and language, and you are in the section where you enter your contact information. Then you see at the bottom that my information is already there as your enroller.

(Screen shows doterra.com)

If someone else referred you, go to doterra.com and click on **Log In**, then hit the **Enroll Today** button at the bottom. Choose Wholesale Customer or wellness advocate, country and language, and then you will see on your contact information page that my information is not there, and you should fill in the name of the person who you want as your enroller.

Next, you will choose your Kit or the \$35 membership, add any extra products you may want (I usually recommend fractionated coconut oil to use to dilute topical application of the oils if it is not in your kit), enter your shipping and payment information and you are a member.

The website will then prompt you to see if you want to set up your LRP order at that time. You can learn more about the Loyalty Rewards Program in the *Membership Overview* section below. Feel free to set up your LRP order for the next month if you know what you want, or you can set it up at any time in the future.

Doterra will send you an email with your login information so you can go to doterra.com and shop at wholesale prices any time you want. The next step for you is to learn about ordering and which Doterra products fit into your Wellness Lifestyle Program in the next section.