

# We Tailor Sharing to Fit Each Individual

Determine your current situation or the current situation of the sharer you are working with:

Which Category do you fit in?	What is your current ability to access the confidence/trust of a segment of the general population (beyond people who know you personally.)	What is the amount of time you are currently able to spend sharing Doterra.
1. Professional on-line network marketer specializing in wellness	Low	A little ( 2-10 hours/wk)
2. Health/wellness practitioner, or have a specialty that can successfully incorporate Doterra	Medium	Medium amount (10-25 hours/wk)
3. Everyone else, i.e. not a 1 or 2 (your value to those you are offering to help is in the trust they place in your personal experiences because they know you)	High	A lot (25-40 hours/wk)

## “Bridging the Professional, Public Access, and Time Gaps”

The size of your long-term Doterra income will mirror your “current situation” and the “current situations” of those under you who are sharing. If you want to create a larger, sustainable Doterra income, you can “Bridge the Gaps” to become a category 1 or 2, create a higher level of access to the general public, and/or allocate more of your time to sharing Doterra. You can tailor your sharing to fit your situation and/or work toward creating the situation you want. Your income generally reflects the “current situations” of you and those sharing under you at each stage.

Example:

Someone who wants to spend a little time sharing with those who know them may be very happy as a category 3, having Low access to the general public, and earning Loyalty Reward credits and some power of 3 money to help pay for their own products.

Someone who wants to spend a medium to a lot of time sharing Doterra and create a significant income will want to Bridge the Gaps in their current situation.

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# “Bridging the Gaps”

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Determine the stage you are currently at in Bridging the Gaps if this applies to you or someone you are helping who is under you.

## WORKING ON MY WHY

You do not figure out How to Bridge the Gap professionally, you realize WHY you want to Bridge the Gap. See Simon Sinek’s Ted Talk on Youtube: “Start with Why.” Your WHY evolves in the form of a calling, purpose, or passion. It is some form of contributing to your world that feels like it comes from deeper within you. Your WHY may evolve and change over time. SEE Handouts from the Lead Guide on finding your WHY and your Target Market. These worksheets may help generate some ideas. Your WHY is usually something that dawns on you in stages. It is not something you sit down and figure out like a math problem :) Be patient, kind and open to the process.

## WORKING ON MY WHAT

What form does your WHY take, i.e. what do you call yourself, your occupation or your profession and what services are you offering. Your WHAT may evolve and change over time.

## WORKING ON MY HOW

How do I “do” my occupation while infusing it with my WHY at every level (creating a culture). What tools will I use to “do” my business? Your HOW is always changing with technology and the needs of people you are offering to help.

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## Example of WHY, WHAT, and HOW

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A former banker bridges the gaps by discovering her WHY is to help people to relate to money with positivity rather than negativity so they can create more abundance in their lives. Her WHAT takes the form of a money manager consultant that incorporates the necessity for wellness for generating positivity and abundance. HOW she will operate is by opening a local office, seeking referrals, joining networking groups, starting a blog social media presence, taking educational courses to increase her knowledge, incorporate essential oils into every session to help with emotional shifts, and recommend basic nutrition so the brain and body have the support they need to create positive feelings.