

Master Brainstorming Plan

Fill in the tools you want to use for each section for Doterra and/or another part to your business. Fill in the sections that are applicable to your “current situation.” Try to use one tool for both purposes as often as possible so Doterra and the rest of your WHY are always used together. Brainstorm as many tools and then ideas for each tool as possible. Keep your plan in a format that works for you to be constantly adding to and transforming. You will prioritize and brainstorm each tool more later. This is your big picture.

Sections	Doterra	Other Parts of Your Profession
Personal Development ↓		
Professional Development ↓		
Outreach ↓		
Membership/Client ↓		
Continued Membership/Clients ↓		
Supporting Other Sharers/Professionals		

Once you have created a master brainstorming plan, create a flow chart demonstrating how your tools for outreach, membership and continued membership will funnel into the next section. For instance, if you have an outreach tool like a blog, what is the next step you are offering people to continue their interest into a funnel to membership. Always ask, “what next” when you are planning to use a tool to see how it will lead to the next section.

WEEKLY or MONTHLY Organizational Plan

Make a plan for what tools you want to be currently working on, and what plans you need to make to use them. This is where you can look at the big picture and then prioritize the tools that will make the most impact on your growth. It will also help you prioritize putting your funnels into place BEFORE you are using your tools so you always have a next step to take people to. From this point you can prioritize what you want to focus on each day.

Regularly block off a couple of hours to revisit your plans, assess how they are working, think ahead to new plans that reflect changes in yourself, the economy, and our culture. It is very helpful to brainstorm your plans with others because 2 minds are often better than 1. Also, other people can see where you may not be moving forward because it is outside of your comfort zone.

Sections	Tools/Ideas
Personal Development ↓	
Professional Development ↓	
Outreach ↓	
Membership Funnels ↓	
Continued Membership Funnels ↓	
Supporting Others	