



wavoto

CREATING MOMENTUM

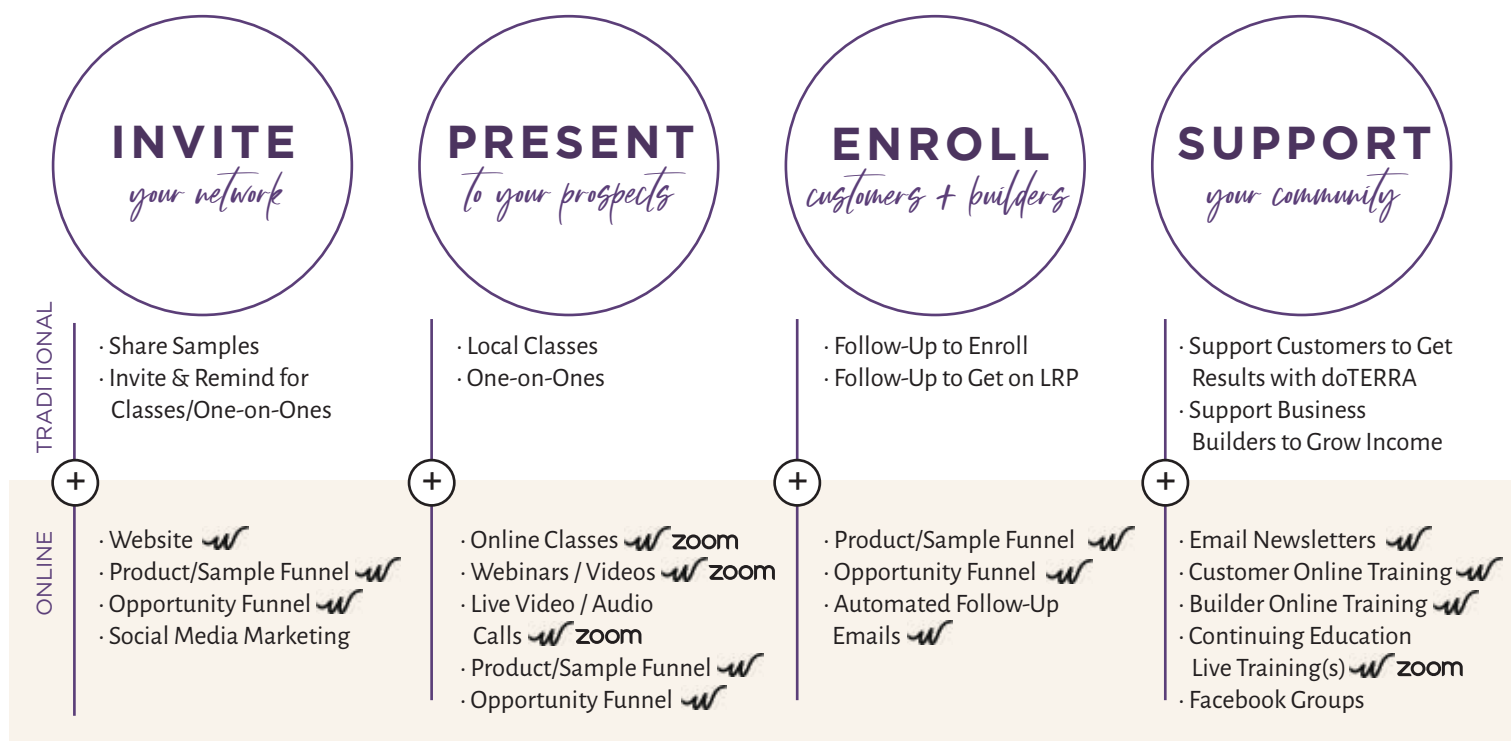
30-DAY dōTERRA MARKETING PLAN

WAVOTO.COM

GROWING dōTERRA ONLINE WITH WAVOTO

OVERVIEW

Building doTERRA online isn't very different from building it offline. The same basic principles apply. Use PIPES (prepare, invite, present, enroll, support) format below from doTERRA's Empowered Success system to better understand what online efforts you can add in to maximize and scale your business building efforts.



CREATING MOMENTUM ONLINE CHECKLIST

Grow your doTERRA business to the next level with your Wavoto online business tools in place.

Establish

CREATE YOUR ONLINE SPACE

Website - personalize and publish your website using your Wavoto Quick Start Guide

- Your Website

Funnels - personalize the wording and imagery as desired on the funnel website pages and in the automated emails inside your Wavoto Funnel Builder

- Product Funnel
- Sample Funnel
- Opportunity Funnel
- New Product Funnel (optional)

Email - set up your email inside Wavoto Settings and add/tag your contacts inside the Wavoto Contact Manager

- Prospects
- Customers
- Builders

Announce

GET THE WORD OUT

Weekly Social Media - show up to serve consistently on the social media channel(s) of your choice

- Share your website with prospects
- Share your Product /Sample Funnel with prospects
- Share your Opportunity Funnel with prospects

Email - keep customers and builders engaged

- Share your "Healthy Habits Challenge" with customers and business builders to help them get excited about using doTERRA products as part of their daily lifestyle
- Share your "Business Builder Training" with business builders to help them receive the training needed to grow their businesses

Cultivate

ONGOING MARKETING

Email - send consistent email newsletters

Monthly Customer Email Newsletters

- 1st of the month - doTERRA Monthly Special, Product of the Month, upcoming Continuing Education, etc.
- 13th of the month - 125+ PV Loyalty Rewards Program (LRP) order reminder
- 25th of the month - doTERRA Monthly Special reminder

Monthly Builder Email Newsletters

Note: ensure that all builders also receive your customer emails since they are also customers.

- 1+ times monthly - upcoming trainings, support to reach their enrollment, rank, advancement goals

Social Media - show up to serve consistently on the social media channel(s) of your choice

Weekly

- Share your website with prospects
- Share your Product /Sample Funnel with prospects
- Share your Opportunity Funnel with prospects

Monthly

- Share your Opportunity Funnel with customers
- Share your Online Business Quick Start Funnel with business builders

Online Training - share your online training

- Share your Healthy Habits online training with new / existing customers and business builders to help them learn more about doTERRA products and build essential oil habits that will support their healthy lifestyle.
- Share your business builder training with new business builders to set them up for success with doTERRA



CREATING MOMENTUM ONLINE

MARKETING PROMPTS

Use the following marketing prompts for ideas on what to post on social media. Use the included calendar to plan out your marketing. It's a good idea to post about 2 business-related, 3 product-related and 2-3 community building posts weekly.

-  **1** This is why I do what I do. I love living a passionate, purposeful life! p.s. ready to take your life to the next level?
- 2** "Let food be thy medicine and medicine be thy food." - Hippocrates. I love and believe in this quote because _____. What about you?
-  **3** Feeling any stress? Things are wild right now! I love using ____ oil every day to help me relax and get (these) benefits.
- 4** What are the top 3 books that have impacted your life? Tell me in the comments. Here's mine _____
-  **5** Are finances tight right now? Did you know it's actually a great time to get started with creating doTERRA income. Here's why _____
-  **6** Can I send you a little care package in the mail? I'm building samples right now and would love to send you some. Private message me with your address.
-  **7** Share a success story about using a doTERRA product. p.s. want to try or learn more about doTERRA oils? Comment and let's connect!
-  **8** I love what I do! This is a bit of my Why _____. p.s. ready to take your life to the next level?
- 9** "Act as if what you do makes a difference. It does." - William James, I love and believe in this quote because _____. What about you?
-  **10** Could you use a good night's sleep? I love using ____ oil every day to help me relax and get sleep well. p.s. want to try or learn more about doTERRA oils?
-  **11** Nostalgia: What was life like before doTERRA? What's it like now?" doTERRA was a game-changer for me.
-  **12** Something cool I just learned (about oils/health). p.s. DM me if you could use some help with this too.
-  **13** Because of my business I can do these 3 things ___. p.s. ready to take your life to the next level?
-  **14** "When you have a dream, you've got to grab it and never let go." - Carol Burnett. I love and believe in this quote because _____. What about you? Make a difference with me!
-  **15** Did you know ____ oil can help with ____? Let me know if you'd like to try some.
- 16** What's for dinner tonight? Here's what I'm planning on _____.
-  **17** Are you ready to make more of a difference in the world? doTERRA is a powerful vehicle to make the world a better place. Here's why _____
- 18** What are your top 5 little things to be grateful for today? Here's mine _____.
-  **19** Share a success story about using a doTERRA product. p.s. Want to try or learn more about doTERRA oils?
-  **20** This is why I do what I do _____. p.s. ready to take your life to the next level?
-  **21** "What you get by achieving your goals is not as important as what you become by achieving your goals." - Zig Ziglar. I love and believe in this quote because _____. What about you? p.s. Make a difference with me!
-  **22** Did you know ____ oil can help with ____? Let me know if you'd like to try some. p.s. want to try or learn more about doTERRA oils?
- 22** If you could have any superpower what would it be? I would choose _____ and here's why.
-  **24** 3 surprising things I've found about growing a doTERRA business are _____. p.s. Curious about how this could work for you?
- 25** My favorite weekend treat is _____. What's yours?
-  **26** Share a success story about using a doTERRA product. p.s. Want to try or learn more about doTERRA oils?
- 27** Fill in the blank with me: Today is a perfect day for ____! Comment below with your answer. Here's mine: _____
-  **28** People are often surprised to know why I would choose to work with a network marketing company, but here's why I chose doTERRA and why I believe in it. p.s. If my story resonates with you, DM me. I'd love to help you create more with doTERRA!
-  **29** I can't live without ____ oil! Here's why _____. p.s. DM me if you'd like to try a sample of it.
-  **30** Is it really possible to create your own business right now? Yes! Here's why now is a great time. p.s. DM me if you'd like to learn more about how to get your own business started for under \$200.



Product / Sample

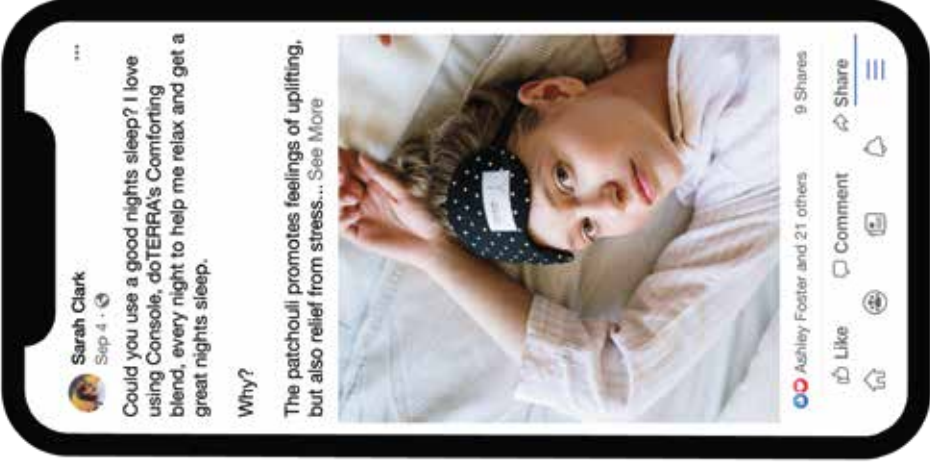


Opportunity



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POST & STORY EXAMPLES



MONTH

SUN	MON	TUE	WED	THU	FRI	SAT