

How Do I Know Where to Place People?

Learn correct placement strategy so that you place your enrollments effectively in your organization from the beginning. This is key to building a stable and strong organization long-term.

Have clarifying conversations with your existing builders before placing a new enrollment under them. *“I really want to put this person under you, but I need to put them under someone who will do their Wellness Consult with them and support them in sharing and building. Can you commit to supporting this person?”* (See tips below for sponsor roles.)

Consider three questions when placing a new enrollee:

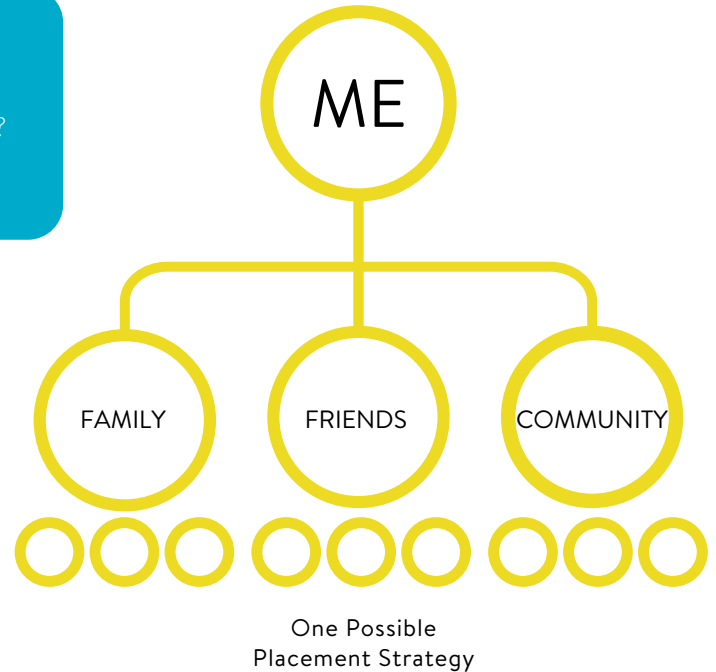
1. Where will they grow the best (and be best supported)?
2. Where can I place them to support my rank?
3. Where will they fill a spot for the team Power of 3?

ENROLLER

- Enroller is usually the person who brought the enrollee to dōTERRA (Whose contact is it? Who did the work to engage and enroll them?).
- Enroller receives Fast Start bonuses on their new enrollee’s purchases for 60 days after their enrollment.
- Enroller works with the Sponsor to predetermine who will do the Wellness Consult, follow-up, and other support.
- Enrollers can count the rank of those they enroll towards their rank advancements (one per leg).

SPONSOR

- Sponsor is the person under whom the enrollee is placed (also referred to as their direct upline).
- Sponsor benefits from the Power of 3 and unilevel bonuses.
- Depending on the arrangement made, the sponsor can assist with the Wellness Consult and other follow-up needs.



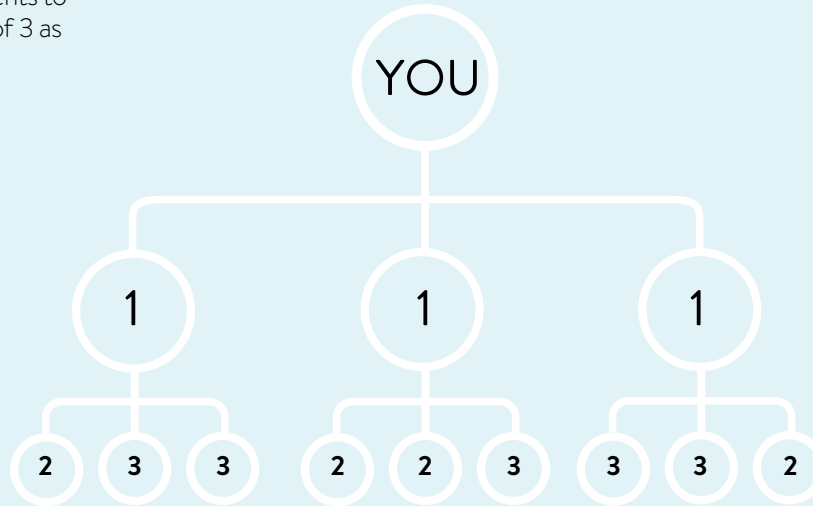
PLACEMENT TIPS

- Place new enrollees under builders and leaders where and whenever possible. Keep enrollership until it makes sense to transfer to sponsor for rank advancement or when they have assumed the greater responsibility.
- Keep strong builders on or close to your frontline to build stability, longevity, and strength.
- Your enrollee can be anywhere in a leg to qualify you for advancement. Only one of your enrollees per physical leg can count toward your rank advancement.
- Make decisions based on long-term growth, not just the short term rewards of hitting rank or Power of 3.
- If you don’t have builders yet, consider asking a family member to enroll and put your enrollees under them until you find a builder to take their place.
- Typically, match the efforts of your builders by not doing more than they do to build their team.
- It’s best not to build more than one leg under a builder so they have a vested interest in their success and their team is their team. Empower them with the duplication process to continue building for themselves.

As you place enrollees in your new organization, plan for the long term. Always focus on structuring for rank before Power of 3. This guide offers one of many effective placement strategies.

This is what you do with your own enrollments to build your Power of 3 as you build to Elite.

Launch You to Elite



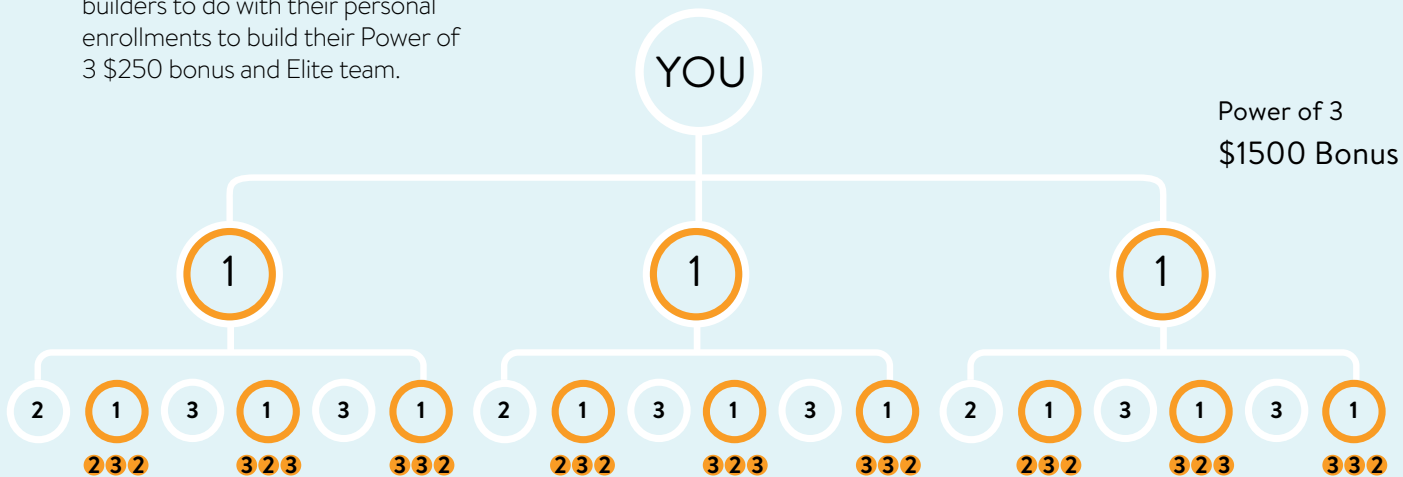
Power of 3
\$250 Bonus

- You & Your Enrollees
- Your Builder & Their Enrollees

- 1 = Intentional Builder
- 2 = Sharer (interested in hosting/sharing)
- 3 = Customer (interest is in product use only)

This is what you teach your three builders to do with their personal enrollments to build their Power of 3 \$250 bonus and Elite team.

Launch Three Elites



Power of 3
\$1500 Bonus