

### How to Get Started with Essential Oils



LOYALTY REWARDS PROGRAM (LRP) GUIDE BOOK www.venusfitness.ca



In this guide - I've Included all the details of doTERRA's Loyalty Rewards Program (LRP) It's the best rewards program out there for healthy humans like us! Here's a few reasons...



[ AKA LRP - THE BEST WAY TO REAP THE BENEFITS OF FREE OILS!! ]



Buy your essential oils, supplements & natural self care products from your own online store at 25% off & have it delivered right to your front door.

Earn free products each & every month from your orders. [the average person on our team earns about \$244 in free oils each year through their LRP]

You have complete ordering control. One month you could place a light order [like a lip balm] & go big the next month with the supplements.

There's no cost to join & no cost to leave! The best part is you're in complete control & taking the steps to live a natural & holistic lifestyle.

#### GETTING STARTED ON THE LOYALTY REWARDS PROGRAM:

#### Create your Loyalty Reward Order:

Set up your Loyalty Rewards Order by logging into your Online Account and creating a Loyalty Rewards Order.

#### 2 Earn a FREE Product of the Month simply by: Creating a Loyalty Rewards Order that totals 125 Points Value (PV)

or more and setting the date for your Loyalty Rewards Order to be shipped on or before the 15<sup>th</sup> of every month.

#### 3 Change your Loyalty Reward Order every month before the shipping date.

Don't want to receive the same products as last month? Login to your Online Account and edit your Loyalty Rewards Order for the month. You can do this every month!

Earning points with döTERRA Loyalty Rewards Order purchases: Every döTERRA product has a Point Value and a dollar value. Loyalty Rewards Product Credits are calculated based on Personal Volume (PV).

Earning points with doTERRA Loyalty Rewards Order purchases: Login to redeem them online or call Member Services at 800-411-8151.



## HOW TO EARN LOYALTY REWARDS CREDITS



#### **MONTHS 1-3**

Earn 10% back in free product

#### **MONTHS 4-6**

Earn 15% back in free product

#### **MONTHS 7-9**

Earn 20% back in free product

#### **MONTHS 10-12**

Earn 25% back in free product

#### MONTHS 13+

Earn 30% back in free product (Maximum saving)

- No-hassle, automatic shipment of the doTERRA products you use on a monthly basis
- Receive up to 30% of the PV value of your monthly LRP order in points
- Redeem your LRP points for doTERRA products
- ✓ Freedom to change your LRP order up to the day before your monthly ship date
- Convenient way to meet monthly PV and bonus qualification requirements
- Powerful loyalty incentive for new customers and consultants that you personally sponsor
- View and use Loyalty Rewards points online in your mydoterra.com back office
- ✓ LRP orders can be set to ship any day between the 1st and the 28th of the month

### dōterra

# WO WAYS TO ORDER

stanolard order

RECEIVE 25% WHOLESALE DISCOUNT





RECEIVE 25% WHOLESALE DISCOUNT

RECEIVE 10-30% BACK IN POINTS

FREE PRODUCT OF THE MONTH

GET YOUR SHIPPING COSTS BACK IN POINTS

> + QUALIFY TO RECEIVE INCOME

Morng up M REWARDS





PV = POINT VALUE PLEASE ALLOW 60 DAYS FOR YOUR POINTS TO APPLY.

50PV+	100PV	125PV
> > >	> > > >	· · ·
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1		
	ore credits y P purchases loose to ben members. ewards- earr	ore credits you can earn- P purchases! noose to benefit by enrollin

#### dōTERRA's Loyalty Rewards Program (LRP)

The most common rewards program to compare this to would be Costco - because the doTERRA wholesale account works in the exact same way. You open your account to purchase at a discount and then you receive rewards based on your purchases:



## Video Review

Here's a great video reviewing what we have covered so far and other questions you may have:



### Placing an LRP Order

## Different Reward Levels

Your monthly order amount you place does make a difference, too. Here's a look at the different advantages.

#### Level 1: Earn points back with a 50PV order each month.

Earn points to put towards free oils each month by committing to a 50pv LRP order each month + this will also help you advance from 10% up to 30% back (shown above in the chart).

And psst: if you need to place a light order one month, or don't have many products you're in need of, you can place an order for as little as 1 item (like a lip balm or toothpaste) to maintain your current percentage & current points - plus you'll still earn points back on shipping!

#### Level 2: Earn \$\$ + points with a 100PV order each month.

This is beneficial if you're looking to build an awesome biz from home! In addition to points back, if you commit to a monthly 100pv order + signed up as a wellness advocate, you can earn commission 2 ways:

1. You'll earn 25% of every sale made through your retail store link. 2. When you sign someone up with a wholesale account (how most people prefer to purchase), you will receive a 'fast start' bonus of 20% of their purchases for their first 60 days. After that, you will earn between 2-7% of what they purchase from then on (aka your residual income). You just need to make sure your orders + items in your LRP cart stays at 100pv each month to earn commissions!



## Different Reward Levels

Level 3: Earn points (+ \$\$) + free product of the month with a 125PV order each month.\*

This is where it gets really fun! In addition to receiving points back + commissions off sharing, with a 125pv order, you will receive a free product from doTERRA every month! PLUS, for joining the Essential Glow team, you'll also have the additional chance to be entered to win team giveaways! Keep an eye out for them!

IMPORTANT POINT ABOUT 125PV ORDERS: You NEED to have your ship date set before the 15th of each month, in order to receive the free product. I suggest setting your ship date for somewhere between the 5th and 8th each month to ensure you qualify for the free product if you're doing a 125pv order.

\* = You only qualify to earn commissions [for setting LRP orders + templates to over 100pv] if you've signed up as a Wellness Advocate, NOT for Wholesale Customers. If you are currently a customer & want to upgrade to a wellness advocate, get in touch with the person you enrolled with to learn about upgrading {which is completely free to do!} so they can get a gameplan for you + help you upgrade at the best time!

## How to Redeem LRP Points while

### Maximizing Promos

- Use your LRP as your wishlist. Whenever you run out of something go into your cart and add it to your next order. Editing your cart every couple of days. Remember to confirm it before midnight the night before your LRP order date.
- If you order 125PV a month then you qualify for the Free product of the month
- Use your free product points for oils and collect with your supplements and skincare
- Keep an eye on the total PV and \$\$ in your cart because depending on the month you might want to qualify for the Free product of the month and any other promotions that are running.
- NOTE: If there is a promotion to spent a certain number of PV you might want to consider splitting your order and placing 2 orders to get the Promo twice. You can use a combination of points, and stocking up on things you use daily to help you qualify.
- Focus on cashing in points for oils until you get to the total dollars and PV you're comfortable with
- NOTE: For every block of 100 points you cash in there is a \$3 processing fee. So I recommend getting close to 100 or 200.
- NOTE: You get 100% of your shipping back in points. If you need your oils 2-3 days, then it might be worth selecting Express Shipping, which usually runs between 30-40\$. You would get your order in 2-3 days plus you would get up to 40 FREE product points.

#### dōTERRA - Hidden Gems in Loyalty Rewards



E

Price Comparisons based on wholesale price of individual items Orders of 125PV before the 15th Earn Free Oil of the month

m for Anti-Aging Moisturizer for Same Price

## Where are my Points?

- After your first 60 days, your LRP % points will show up in your back office account after the 15th of the month.
- •
- Every month your LRP % points from the previous month will appear after the 15th

LRP ID #586371					Quick Add t	o Cart	
Product	Quant	tity	PV	Frequency	Price	Use Points?	Remove
avender - Essential Oil 15ml #30110001	1	\$	21.00	MONTHLY	USCD 22.26	Select \$	x
Geranium - Essential Oil 15ml #30090001	1	٥	27.00	MONTHLY	USCD 28.62	Seleci \$	x
On Guard Natural Whitening Toothpaste #38910001	1	٥	5.00	MONTHLY	USCD 9.01	Select \$	x
Salon Essentials Shampoo & Conditioner (2 Pack) #36260001	1	¢	23.00	MONTHLY	USCD 29.68	Seleci \$	x
Myrrh - Essential Oil 15ml #30160001	1	٥	52.00	MONTHLY	USCD 55.12	Select \$	x
Serenity - Calming Blend 15ml #31090001	1	٥	30.00	MONTHLY	USCD 31.80	Select \$	x
ClaryCalm EO Blend 10ml #35270001	1	٥	24.50	MONTHLY	USCD 25.97	Select \$	x
Roman Chamomile - Essential Oil 5ml #30800001	1	\$	33.00	MONTHLY	USCD 34.98	Select \$	x
Marjoram - Essential Oil 15ml #30140001	2	\$	38.00	MONTHLY	USCD 40.28	Select \$	x
DigestZen - Digestive Blend 15ml #31030001	1	\$	31.00	MONTHLY	USCD 32.86	Select \$	x
emongrass - Essential Oil 15ml	2	\$	20.00	MONTHLY	USCD 21.20	Select \$	x

When redeeming points, your pv total will drop, so make sure that you are still spending at least 100pv to satisfy your commission requirement. Using points does not contribute to your 100pv need. Think of points as bonus product :) Also note - there is a \$3 fee for every 100 points cashed in regardless of whether you cash in 10 points or 99 so it's best to wait until you have close to 100 points to redeem

# Shipping Rewards

You receive 100% of your shipping dollars back in product points with all online LRP orders! So basically all of your monthly orders have FREE SHIPPING!



SHIPPING REWARDS PROGRAM - US & CANADA

#### COMING MAY 1, 2014 NEW SHIPPING REWARDS PROGRAM!

The Shipping Rewards Program helps a consultant earn free product points that can be used toward purchasing orders. Any Preferred Member or Wellness Advocate can earn Shipping Reward Program (SRP) Points in 3 ways: (1) By placing any online order, (2) By placing a Loyalty Rewards (LRP) or enrollment order, or (3) by placing an online LRP or enrollment order.



- Any online or automated order placed by a Wellness Advocate or Preferred Member (PM) will receive 50 percent of the value of the shipping costs in Shipping Reward Program (SRP) points.
- Any Loyalty Rewards or enrollment order placed through our member services line will receive 50 percent of the value of the shipping costs in SRP points.
- If a Loyalty Rewards or enrollment order is placed online\* the consultant or member will receive 100 percent of the shipping costs in SRP points (in essence, free shipping).

#### Example of 100% shipping in SRP points

#### Frequently Asked Questions

#### \*What does "online or automated order" mean?

This is an order placed by an IPC or PM online through their back office that remains untouched by a customer service agent.

#### When will points be added?

 SRP points will be added to accounts during the commission run approximately 15 days after the end of each month.

#### What orders qualify for Shipping Reward Points?

Standard orders as well as Loyalty Reward orders can qualify for SRP points as long as they meet the program criteria.

#### What if an order is returned?

If an order is returned, SRP points from the order will be canceled.

#### Does the Shipping Rewards Program only apply to standard shipping?

No, any shipping method will qualify for SRP points as long as the order meets the program criteria.

#### Will SRP points expire?

SRP points will expire based on the same expiration schedule as LRP points.

#### What markets can participate?

United States and Canada

Item(s) Subto	tal \$142.55					
Shippi	ng \$8.99					
Shipping Rewards Progra	m + 9.00					
Tax (8.3	%) \$11.75					
Total Amount Du	ie: \$162.79					
	TOTAL PV 114.00					
HIPPING OPTIONS	UPS Ground @					
	UPS Priority . UPS Two Day					
	UPS Overnight iii					
dō	TERRA Will Call 🏾					
This is for Persona	I Consumption 🗸					

\$6.99	Standard (2 to 5 days)
\$8.99	Priority (1 to 3 days)
\$11.99	Two Day Guaranteed (1 to 2 days)
\$24.99	Overnight (1 day)

### So lets walk through an Example

Add a little bit If you place an \$100 order in month 13+, you would receive around 30pv for free (remember: PV is pretty much equivalent to dollars in terms of the oils) towards a future order.\*

\*Must be an LRP participant for 60 days before you can redeem your credits - but after those 60 days are up you're good to start using your points. There are ways to maximize on redeeming your points that we can talk about, too.

body text



-49PV Mainans PERCENTAGE & ACCRUED POINTS

50PV+ adjrances YOUR PERCENTAGE FROM 10-30% + earns you points back

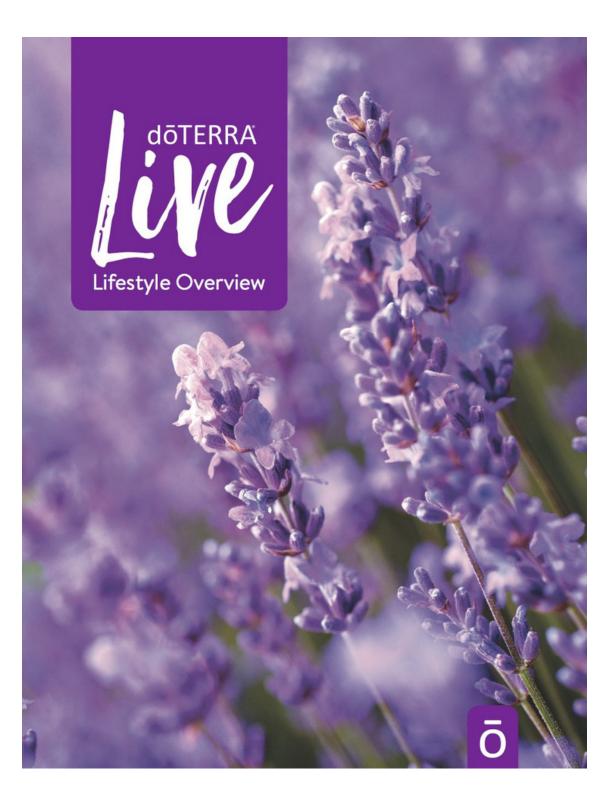
100PV+ qualifies you to EARN COMMISSIONS

125PV+ GETS YOU THE FREE PRODUCT OF THE MONTH

+ BE ON THE LOOKOUT FOR SPECIAL 200PV OFFERS!



Peruse the LIVE Guide below to guide you in discovering the best oils + products to support YOUR health goals!



¥

Items you won't need to buy at the grocery/health store anymore: ... infused with the earth's most powerful essential oils



## How to place an Order

Taking Advantage of your wholesale membership!

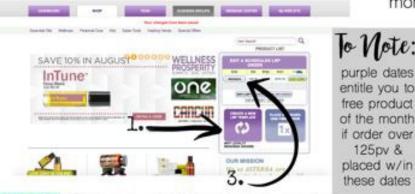


## HOw to Set up your LRP

125pv &

these dates

Step 1: Under the 'shop' tab create a new LRP template.



Step 3: Before your ship/order date, go in and edit your template by clicking on the order #.

Step 4: Add or delete items from your template before your ship date - make sure to save changes to template!

LRP ID #2225434				e.	uick Add	to Cart.		'ship now'.	
Product	Qualevent	r	۳V	Frequency	Price	Use Points?	Remove Item		V Now Editing
Healing Handa Donation \$1 #2001	1	1	0.00	MONTHLY	\$1.00	NA	×		LRP Order #2225434
Deep Blue® Rut: Samples (10 packets) #36550001	1	:	0.00	MONTHLY	\$5.00	NIA	×		Order Processing Data: 08/06/2016 edit
strate on Overde Toolhpeste Semple 10 pack #38000001	.1		0.00	MONTHLY	\$3.50	NIA	×		Want to ship it now? (SHP NOW)
Peace - Essential OI 6mt #31710001	1		28.00	MONTHLY	\$20.00	Select #	×		CART SUMMARY
Peppensini Beadlet 831570001	1		11.50	BONTHLY	\$11.50	Select 2	x		
Veggle Capis #34100001	4		0.00	MONTHLY	\$4.00	NA	×		Total Items: 12
Essential OII Cap Stokers (AII) #47030001	2	:	0.00	NONTHLY	\$1.00	NA	×		VIEW TOTALS
Salon Exaentials Hair Care System (4 Product Pack) #96290001	1		70.00	MONTHLY	\$77.60	Select \$	×	1	
ds/TERRA Touch Peppermint - Essential OII Bril #01670001	1	:	13.50	MONTHLY	\$13.50	Select \$	x	✓ always	TOTAL PV20
Veräge** Skin Care Golection #42080001	1		10.00	монтных	\$84.50	NIA	x	save your	SHIPPING OPTIONS
Intro Kit (Single) #32180001	1.1	:	15.00	MONTHLY	\$20.00	Select \$	×	changes!	PLEASE NOTE THAT YOUR ORDER MAY TAKE UP TO ON BUSINESS DAY TO PROCESS BEFORE IT IS SHIPPED, OL
200	DO PV			Subto	u 5249.	50	@ Points Used		TO OUR SHIPPING PROCESS WE MAY BE UNABLE TO EI OR CANCEL AN ORDER ONCE IT HAS BEEN PLACED.
	10085							)	(CLICK HERE FOR MORE INFO)
	0	M	r RE	MAINING	REWA	RDS POIN	TS = 117.57		UPS 2ND DAY AIR
CONTINUE SHOPFING						0	E CHANGES	~	UPS GROUND
CLEAN DHINGS							NTINUE IN	1	UPS NEXT DAY AIR
							alate a		UPS SIGNATURE REQUIRED
D. D. Man kon	2.11		12		ak		100-	ent All	UPS SUREPOST
Biz Builders: kee	p y	Ol	Jr	can	ar	ove	TUUP	at ALL	DOTERRA PRODUCT CENTER (WILL CALL)
								[green #}	THIS IS FOR PERSONAL CONSUMPTION

times to earn commissions {green #}

Step 2: Choose your order date for each month {can be changed month-to-month}

200	1211					
Septer	nber					
1	2	3	- 4	5	6	
8	9	10	11	12	13	14
15	16	17	18	19	20	2
22	23	24	25	28	27	21
	23 te your l	24 AP orde	25 r setup.	28 just edd	27 products	2
Key	- 1	+ Apry of President	Peni (200-)	telle print spadi	fy for our TV 125 PV week	68
	1000	Padut	TT4 NUM	r jolo have a	125 PV sets	

Step 5: Choose shipping method & wait for autoship date or choose

## REdeeming LRP Points

 Under 'dashboard' in your back office, click on your LRP order #, which will open your template to edit and to redeem points.

My Loya	alty Rewa	ird Orders 🔚
O POINTS	= 117.5	7 POINTS % = 20%
MANAGE		S   ADD NEW + @
MANAGE Order #	Volume	RS   ADD NEW + ⑦ Next Order Date

2. Once you're ready to redeem, take note of the total of your order in PV (in green at bottom) + total LRP points you have to use {pink arrow} + how to use your points {circled w/ arrow}

Product	Quantity	PV	Frequency	Price	Use Points?	Remove Item	> when redeeming
Healing Hands Donation \$1 #2001	1	• 03	0 MONTHL	\$1.00	NA	×	points you have to
Deep Blue® Rub Samples (10 packets) I38950001	1	• 0.	0 MONTHU	\$5.00	NA	×	"process now" {can't save for later or
döTERRA On Guard® Toothpaste Sample 10 pack #39000001	1	\$ 0.	0 MONTHL	\$3.50	V.	×	auto-ship date}
Peace - Essential Oil 5ml #31710001	1	\$ 28	00 MONTHL	\$28.00	Select \$	×	> stick to using points
Peppermint Beadlet K31570001	1	• 11	50 MONTHL	\$11.50	Select \$	×	JUST for the oils b/c
Salon Essentials Hair Care System (4 Product Pack) #36280001	1	\$ 70	00 MONTHL	\$77.50	Select \$	x	the redemption pv is equiv to oil pv {see
doTERRA Touch Peppermint - Essential Oil 9ml K31670001	1	\$ 13	50 MONTHL	\$13.50	Select \$	×	below!}
Basil - Essential Oil 15ml #30010001	1	\$ 20	00 MONTHL	\$20.00	Select \$	x	> \$3 processing fee
Console - Essential Oil 5ml #31730001	1	• 37	00 MONTHLY	\$37.00	Select \$	x	for every 100pv redeemed

② MY REMAINING REWARDS POINTS = 117.57

3. Before processing, make sure your order is still above 100pv if doing as a biz & if it's 125pv or above then you'll want to process before the 15th of the month for the free product that month. Once double checked on that, hit 'process now' & wait for the FREE oil goodies to arrive!

WHAT TO DO TO NOT MA	X O	N F	REDEEMI	NG POINT	S:	redeem product that's not just an
Salon Essentials Hair Care System (4 Product Pack) #36280001	1	0	ONE TIME	95.5 points	×	Oil

Take note that if I were to just buy this product, it would only cost me 70pv {see in step 2}, but to redeem, it's costing 95.5 points, whereas oils are point equiv for redeeming {10pv oil is 10 points to redeem}.

ANOTE/UPDATE (as of Oct '16): The processing fee is \$4 CDN flat - no matter how many points you redeemdd a little bit of body text



Loyalty Kewards The Smartest Way to Buy

You can always order a standard wholesale order for 25 percent off retail pricing, but to get the best value, create an LRP (Loyalty Rewards Program) order for even greater savings and opportunities to receive free product.



#### Buy 1 doTERRA Lifelong Vitality Pack® \$79.50 wholesale (60 PV)

#### + Choose up to 3 Additional Supplements at Reduced Prices













Microplex VMz<sup>®</sup> \$39.50 \$20/10PV

z<sup>®</sup> xEO Mega® \$39.50 \$20/10PV

How do I create or change my LRP order?

How do I cancel my Loyalty Rewards order?

edit items in an existing LRP order.

What if I want to return product?

Can I have more than one LRP order?

30 days of purchase.

LOYALTY REWARDS PROGRAM FAQs

· You can cancel your LRP order anytime via phone, online chat, or

email to service@doterra.com. doTERRA Customer Service will assist you in redeeming any free product points you've accumulated.

If you cancel your LRP order, you will start back at 10 percent

rewards when you resume consistent LRP order purchasing.

· If opened or used, doTERRA refunds 90 percent of the purchase

price and 100 percent full refund of anything unopened within

 Yes. f you have a need for more than your monthly order, simply change your LRP order and run it again whatever day(s) of the month you choose. Set up as many orders as you like. Remember to cancel

any orders you do not wish to receive the following month.

· Log in to doterra.com. Click "Create New LRP Order" or

ga<sup>®</sup> M ⊖ PV S

Mito2Max\* \$29.50 \$20/10PV

Deep Blue Polyphenol Complex® \$59.50 \$20/10PV

DigestZen TerraZyme\* \$37.50 \$20/10PV

PB Assist\* + \$34:50 \$20/10PV

Kids Kit (IQ Mega® & a2z) <del>\$39.50</del> \$25/10PV

#### When can I use my product points?

• Redeem your product points within a year from when you earn them.

#### How do I get 100 percent of my shipping reimbursed?

 50 percent of your shipping will be reimbursed in product points when placing any LRP order. The remaining 50 percent will be reimbursed in product points if the LRP order is processed online, without calling customer support.

#### How do I maximize doTERRA's specials?

 Place an LRP order of at least 125 PV (personal volume) between the 2nd and the 15th. This sets you up to receive the Product of the Month for free and take advantage of any promotions. Pay attention to the PV versus price, as many specials are PV-related, and start on the 1st of the month.

PRODUCT VALUE (PV) MUST EXCEED	1	50	100	125
Maintain LRP Rewards Points	V	V	V	V
Earn 10–30% Points & Increase %		V	V	V
Qualify to Receive Income			V	V
Receive Free Product of the Month (orders placed between the 1st-15th)				r

When can I

## Common Questions

How do I maintain my current percentage level + not lose points I've accumulated? To maintain your \_\_% back + the points you've accumulated over the months (as you get buying each month), you need to purchase a MINIMUM of 1pv each month - that's it!

The best example I can give that will get you the minimum 1pv is a lip balm, which is \$4.33 or 4pv (and the lip balm IS the bomb/balm, by the way). Or something like the natural deodorant is \$8.50 or 5pv or even the amazing On Guard toothpaste! So as long as you're not looking at it for a biz opportunity (yet!), you will just want to maintain your % level + any points you've already racked up by placing a 1pv (minimum) order each month.

### Can I up my level (ie: going from a 50pv to 100pv order next month to take part in the biz/commission side)?

You can change your order each and every month - which you will want to do so you don't keep purchasing the same products over & over again (unless that's your intention). This means you can up or lower what you buy each and every month. One month might be your 4pv order, the next could be 52pv worth. It's up to you & there's no obligations. So, you can up your order at anytime.

## Do I need to hit the 50pv/100pv/125pv level before shipping to get the perks for that particular level?

Yes, you need to hit 50pv/100pv/125pv BEFORE shipping. The easiest way to do this is through strict oil purchasing b/c if you remember the price of the oil you pay as a wellness advocate is equal to the PV. So for example, you could purchase 5 lemon essential oils at \$10 each / 10pv each = 50pv (before shipping, which means you've reached the perks for that level) and/or always checking your PV value sitting in your cart before finalizing the order.

And although you pay for shipping, you get those shipping costs back each month in points. Another example, say this is your next monthly order...

 $5 \times \text{lemon EO} = 50 \text{pv}$  (to hit level 1)

Standard shipping = \$8.99 = 9pv you get back next month towards future purchases.

Your 30% LRP level = 30% of 50pv = 15pv

Total pv earned that month (9pv + 15pv) = 24pv = FREE bottle of Oregano (\$24) on a future order\* (but my suggestion is to bank points and use them for 100+pv orders)

\* = There's a \$4 redemption fee when redeeming points. This is for any amount points you cash in!

