

## *A little bit about me to begin...*

I am a mum to my beautiful 3 year old Violet, partner to my Aussie love Tate, youngest sister in a large, loving and wacky Canadian family. We live on the Gold Coast in Australia, about a five minute drive to the most glorious beaches in the world.

We make it a priority to fly home to Canada every 18 months roughly to see family. I work from home while caring full time for my girl, and each day I choose how I want to spend my time.

*Nice life eh? So how did I get here?*

I've lived around the world, everywhere from LA to London, Montreal, Vancouver, Sydney. I have had many careers - a school teacher, a filmmaker, a lululemon community guru! I have learned a thing or two along the way, but the clearest message I could shout from the rooftops is the importance of BALANCE and doing what you LOVE each and every day. Life is way too short to not be HAPPY! I see people around me running like hamsters on a wheel. Life can become so numb, unconsciously drifting through the routine.

When I found doTERRA essential oils, and I opened my mind to using them in pursuit of a healthier, toxin free life.



*I didn't realize it, but I was also opening a door to something that would be offering me the freedom + balance I so desired...*

But this journey started off with very different motivation. My child. After giving birth, I looked at her, now outside my body, and it hit me. I don't want any harm to come to her! How can I keep her safe and perfect as the day she was born? And here is our precious child, crawling along the floor, licking the floor that I just cleaned with the most deadly, fluorescent toxic smelling cleaner. I decided to start making my own products using essential oils. Did they work? YES, not only were they amazing, but actually much cheaper.

And then something else happened. I began to use the oils...for me. For once not putting everyone else first. Taking the odd moment, to just sit and breathe, or practice some self love + care using the oils as a wonderful vehicle. And my love for what they could do on an emotional + physical level grew as my experiences grew. For the first time in my life, I was finding balance.

Yes, I am now in the business of selling essential oils (with a company I might add that is doing some amazing work in third world nations around the world) But what do I DO for a living? I show people a way to be empowered in making choices that not only has a powerful effect on their well being, but has a hugely positive impact on the planet. And as my business grows, I know I am helping to lessen the toxic load, one household at a time, while guiding people to nurture and care for themselves. Our society is looking for alternatives. Better work/life balance, and health care solutions.

*We are ready to be empowered, ready to get back to nature and simplify.*

Now I have a global team who share this same high vibe lifestyle, and I mentor them to play bigger in their businesses and lives. This isn't your average product biz where you host a few parties and get some free stuff. Nope.

I am actually earning a full time salary just by educating, inspiring and empowering others....while at the same time being fully present and involved daily with my family. Because I believe in authentic biz building, but also a style that means finding where you flow with ease.....and without the icky hustle.

I'm so grateful for these natural tools and the business that allowed me to experience more presence with my family without sacrificing my feeling of purpose (beyond the Motherhood title) or my ability to create a solid income for myself.

I'm so excited and grateful to be able to guide you in your own High Vibe Life and Business too.

*Ellie xo*



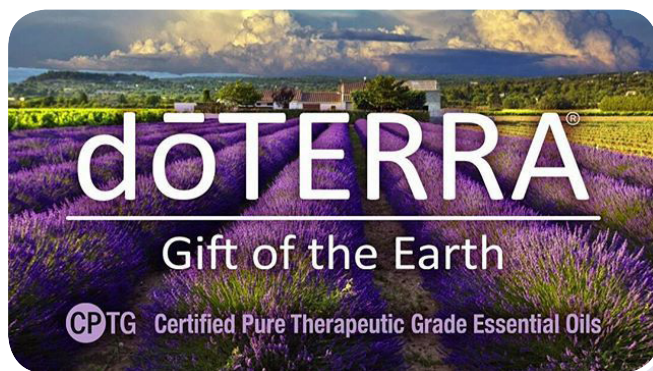
# Let's begin.

I believe in access. Access to the tools you need to live a healthy, glowing life. And access to the right game plan for making your dream life < --- > your real life. What I'm about to share with you is the perfect vehicle for merging all of that together. And that vehicle goes by the name **doTERRA** {meaning 'gift of the earth'}

They are a wellness company with the purest essential oils in the world as their core product {[here's why](#)}.and they have an amazing vision to help every home feel empowered to use natural approaches in their health + self care.

And while they have blessed us with these powerful essential oils...there's a beautiful shift happening in the biz landscape today because of them.

*For people who care about improving their health and that of their loved ones, we provide simple, safe and empowering solutions that enhance well - being.*



## Does this sound like you?

- YOU have a heart for serving others
- YOU honour your body and have great respect for the earth
- YOU want to be part of a movement that's educating + empowering others
- YOU feel like you're not giving your highest self to the world
- YOU define success as happiness
- YOU crave creative expression
- YOU want to provide solutions for people
- YOU are tired of exchanging your time for money
- YOU want your business to weave into your life in an exciting way
- YOU are ready to design a life you love + be a glowing example to others of what is possible
- YOU want control of your schedule + time so you can create a life on your terms
- YOU want to work with a product that has the highest retention rate in the natural solutions industry
- YOU want to be surrounded + supported by a team of people who are already rockin' it

I'm honoured to take you through a snapshot of what this same opportunity could mean for you. I've created a space for you to jump in and start NOW!

To use the most amazing essential oils + wellness products in your own life while you bless others with them too. The oils are incredible - [there's over 100 things](#) you can do with the lemon, lavender + peppermint oils alone.

# Before we dive into more detail on the biz opportunity.

I want you to understand why so many people are experiencing more abundance + freedom in their life through sharing these oils. It's because they don't have to hype it up or oversell...in fact..side note...I don't believe in selling a product.

Below is an essential oils class that my business partner, Ange Peters recorded.

She's a holistic health coach + mama of two beautiful girls and we work side by side in our teams (It is called Hol:Fit). It's about an hour long so grab a tea.

The way we live, the choices we make, the products we use, the food we eat, the company we keep etc...It's all an expression of our core beliefs. And one of my core beliefs is that the body was designed to heal itself.

And when given the right support...It does. Beautifully.

## Video's to Watch.

[CLICK HERE to view](#) || [ESSENTIAL OILS 101: INTRO TO OILS WEBINAR.](#)

[CLICK HERE to view](#) || [CO-IMPACT SOURCING BY doTERRA PROVIDES THE BEST ESSENTIAL OILS AND LIFTS ENTIRE COMMUNITIES.](#)

[CLICK HERE to view](#) || [WHAT IS A doTERRA ESSENTIAL OIL?](#)

Mammas around the world are feeling empowered to take care of their family's health in a natural way.

Where health coaches could help their clients go to that next level of wellness. Where practitioners could have a product that their clients could use at home after being adjusted. I wanted to be a part of it all - I believe so much in doTERRA's vision.

As our team was growing very quickly, I saw the importance of creating systems that would help simplify the process of getting started. And I think what it has especially done for women is provide an opportunity to move from feeling liberated to empowered!!

Our team attracts spirited, caring, cup-filling individuals and I adore the culture + community we have.



# *Our team culture.*

When you enrol with myself or a wellness advocate on **Pi in the Sky** - you are not only supported by that person, but you are supported on a larger level through our team in an incredible way!

Upon starting your journey - we have an incredible system of support + value waiting for you.



## *We welcome you to this journey with...*

- The Lets THRIVE with Essential Oils eBook (packed with EO recipes).
- 1:1 mentoring with me (Ellie).
- EBOOK: 50 Practical ways to use essential oils.
- Access to a monthly eBook from our Supernatural Life Library.
- A 30 min, 1:1 welcome call + membership overview.
- Monthly Newsletter for our team with updates.
- Access to our Pi in the Sky ~ The Essentials Private Facebook Group.

# Can we talk about money for a sec ?

(don't feel awkward now....)

IN OUR WORLD, THERE ARE 3 WAYS TO BRING HOME THE BACON.

- **EARNED INCOME:** exchanging your time for money. {and time is our most valuable asset}
- **INVESTMENT INCOME:** having a portfolio where your money is invested in stocks, bonds, funds etc
- **PASSIVE/RESIDUAL INCOME:** network marketing, eBooks, online programs, movies etc

SO THERE ARE 2 QUESTIONS YOU'LL WANT TO ASK YOURSELF.

1. If you do nothing different, would you be happy in 5 years being in the same spot your are today.
2. Does your current income stream have a cap?

Rank	Structure	Average Monthly Earnings	Average Annual Earnings	Percent of Leaders
Silver		\$2,100	\$25,500	63%
Gold		\$4,700	\$56,000	21%
Platinum		\$8,800	\$105,000	5%
Diamond		\$16,000	\$193,000	8%
Blue Diamond		\$36,500	\$438,000	2%
Presidential Diamond		\$106,800	\$1,282,000	1%

\*This graph is based on the 2014 Income Earning Statement. To view the full statement, please go to [doterratools.com](http://doterratools.com)

# *We are one of the fastest growing teams in doTERRA worldwide.*

Many start using the oils, fall in love with them and can't help but want to share them with others.

And just by doing that - they are building a dream biz serving others. We have experienced wicked awesome growth on our team and I attribute that to the quality of people we attract and the support game plans in place to help you rock whatever you want to do.

When you first begin with us - we want to set you up for the greatest success by taking care of yourself using the oils and building your product knowledge + confidence in what sets doTERRA apart! We have solid plan in place - to do just that - here's a sneak peek:

I adore my team - we have such a diverse group of holistic nutritionists, stay at home mamas, chiropractors, yogis, energy workers, massage therapists, full time corporates about to hand in their 2 weeks notice...we live in such an incredible time.

To be able to plug into a biz model like this and create a life where happiness flows with income.

Everyone has a tribe - whether you're a stay at home mum or run a successful health coaching business. Knowing this - do you realize that we are all in "sales?" People will say yes to people they know, like and trust.

If you're a health coach / wellness junkie / yogi - you're in this industry because you are so fulfilled in helping + serving others. And the ultimate honour in life is really to be in service to others using our gifts and talents.

But you also know how saturated this industry is and with the boom of students attending holistic health school, it is going to be harder to have a successful coaching biz as the years go by. I think it's very important for coaches to have a product you believe in and a passive income stream in your biz.

If you're a stay at home mum or work full time in a separate industry - this is the PERFECT side business. You can grow it as slowly as you wish and if you have a passion for helping others live healthier - doTERRA provides amazing, free education to us along with the system I provide to help you feel confident!

# The 5 ways you'll earn.

The model of your doTERRA biz is simple: You succeed the more you help others succeed.

**RETAIL COMMISSION:** You get your own doTERRA retail website to send people ([see mine here](#)). If they purchase retail items through your store - you will earn 25% commission on that sale and it comes to you 1 month later. (note - not a popular option. Most people purchase at wholesale).

**FAST START BONUS:** doTERRA will pay you 20% of the Point Value on products & starter kits purchased by those who enrol as a Wellness Advocate through you. You get this cheque the WEEK after they make their first purchase and for anything they buy in the first 60 days they are enrolled.

Oh – and the person that enrolled you? They get 10% of what this new person purchases, and the person that enrolled THEM, gets 5%. [CLICK HERE](#) for more on this bonus.

**POWER OF 3 BONUS:** This is a monthly bonus based on the STRUCTURE of your team. If you and 3 people on your front line are each purchasing 150 pv in products monthly...you'll get a \$50 bonus.

If you help each of THOSE 3 get 3 people on THEIR front line purchasing 150 pv in products monthly...you'll get a \$250 bonus. And if you help each of THOSE 3 get 3 people on THEIR front line purchasing 150 pv in products monthly...you'll get a \$1500 bonus! [CLICK HERE](#) for more on this bonus.

**UNILEVEL COMMISSION:** This is a monthly commission that you are paid based on the overall sales of your doTERRA team that month.

The more they buy, and the larger your team grows over time – the more you are paid. This amount at first is small – but it REALLY builds over time. This is what we refer to as your RESIDUAL INCOME...you get this money EVERY month as long as you maintain a minimum 100pv Loyalty Rewards Order.

That means that even if you step away from building a doTERRA business – purchases made by your down line team members will continue to pay you for EVER.

**LEADERSHIP BONUS POOLS:** doTERRA offers monthly bonuses to those who build larger teams over time and reach the rank of SILVER and above. One of the bonuses – the Leadership Performance Pool – is 2% of the top line, worldwide sales divided into payments for those who have reached the Silver Rank and above. It is a GREAT additional bonus and continues to grow in value as the company grows.

[CLICK HERE](#) to for a FAQ blog post about Compensation.

[CLICK HERE](#) for doTERRA's Compensation plan.



# Why Doterra As A Biz.

If you're wondering why in only 8 years time - doTerra has created the most waves in the NM industry, this is why...

The product sells itself, it works and it's consumable. {Because of this doTerra has a 70% retention rate of users - where as almost every other network marketing company has 10-15% retention}

The compensation plan is built to support lifelong residual income - not a get rich quick setup.

# Why The Network Marketing Model.

First of all - I used to have the same sceptical feeling about network marketing as you may have!

What was missing for me in the past when I was approached {constantly} was that I didn't have a strong belief in what the product could solve for people. And before I had my baby, I honestly just thought that plodding along in the same career was all that was possible for me. After my daughter arrived though, I realised that going back to work as I knew it wouldn't cut it....and neither would being a full time stay at home Mum. I craved purpose, freedom and the ability to create my own income....as well as be there fully with my daughter.

So...there are 3 things you will want to always investigate when you are looking at a network marketing opportunity:

## PRODUCT • PEOPLE • PAY

I have come to love direct selling and believe it is the BEST biz model for truly helping others and being recognized with abundance and freedom.

We are always going to need healthcare and the demand for more natural solutions + prevention tools will always be there and has never been as needed as today.

The essential oils + wellness products that doTERRA provides are in high demand.

Other doTerra Resources you may find interesting:

[CLICK HERE](#) to view the doTERRA Compensation Plan

[CLICK HERE](#) to view the 2014 doTERRA Opportunity + Earnings Disclosure

[CLICK HERE](#) to look at the most recent company fact sheet.

doTERRA began in May 2008 and today is a completely debt-free company. ([Read the full doTERRA story](#)).

In the few years they have been in business they have grown to be the *largest essential oil company in the world!* You don't accomplish that kind of growth if you don't have amazing products to back it up! In my opinion - it's the opposite that gave network marketing such a bad rep...

From an opportunity + potential point - doTERRA has a 65% retention rate with product users. That is HUGE! And it's a product that you can market in a way that aligns with who you want to serve.

There are 2 retail models that every company/brand must decide between...

- Conventional marketing {such as 30 sec commercials on TV, billboards or paper collateral} or
- Network marketing {buying through an individual's own marketing + support system}.

If you've experienced the essential oils yourself - you can see that there is extreme value in bringing people together to educate them and allow them to experience the oils. So instead of doTERRA pumping their dollars into conventional marketing, they have created this ultimate growth model to pay their people to market.

Through this compensation model and your own creative expression - you can absolutely design a life perfect for you! You get to be in business for yourself... but not by yourself.

# Ways To Share The Oils.

- **Person-to-person sharing:** Meeting for an oils + tea date, handing out samples at the gym, having your favourites in your bag for others to try, mailing samples to friends and family, inviting a person to your home to try them, and so on. This is going to be best if you feel more confident working 1:1 as opposed to presenting to a group.
- **Sharing on a blog or website:** This can be something like a banner on your blog or website, a blog post(s), webpage(s) describing the oils or how to use them, or just casually lacing your own personal use throughout your writing, site photos, etc.
- **Sharing through social media:** It could be Instagram pictures, or photos, articles, or mentions on social sites like Facebook, Twitter, Pinterest, Tumblr, etc. It can be casual or formal or anything in between.
- **Free or paid ONLINE classes:** An example of free online classes can be found here on OHH. A paid or free online class could be a teleseminar, webinar, e-course, ebook, etc. These are generally created once and redistributed again and again.
- **Free or paid LIVE classes:** These can be small in-home classes, public workshops (such as at a library), private classes (for a chiropractor or wellness studio), public demonstrations (health expos etc)
- **Free or paid coaching/consulting:** If you're a health coach or wellness practitioner or offer some other service that fits you can offer one-on-one support for your clients who are using doTERRA products and create health protocols or coaching regimens based on the oils.
- **Great sampling oils/blends:** Lavender, Peppermint, On Guard, Digest Zen, Deep Blue, Elevation. Sharing + educating is going to be the 'lifeblood' of your biz. [Keep 1-2 sample vials](#) of the top 4-5 favourite and most used oils on you at all times, or the oils you know YOU will talk about the most.

I'd recommend you have oils on the go with you such as in [this travel key chain](#) or an oil case such as these awesome felt ones (you can find loads on Etsy).



# How To Start!

Easy. Choose your starter kit of oils. Set up your monthly loyalty rewards order of 125pv (about \$150 Australian dollars per month - your only business expense (If you've ever started your own business before, you'll know what a low start up investment this is).

Then you're ready to share and earn.

**\*\*Note:** the average time it takes for a wellness advocate to reach the rank of silver is 13 months.

So invest the \$150 per month and consider it that (an investment). When you reach silver, you will make that whole year of investment back in 1-2 months of hitting silver.

That is unheard of in business. Don't treat this like a hobby but as a business, stick with it for 12 months at the very least....And you'll be growing a beautiful long term residual income for yourself and your future.

[CLICK HERE](#) to become a wholesale member, choose your enrolment kit + set up your loyalty rewards order.

**Alternatively, I'd be happy to setup a One on One chat with you and we can get you started!**

I'm so thrilled to guide you in your biz. If you can't wait to get started, shoot me over an email to [elizabethmatthews@gmail.com](mailto:elizabethmatthews@gmail.com) or get started by choosing your enrolment kit and we'll book in your welcome call (and can chat all things biz building together then too).

