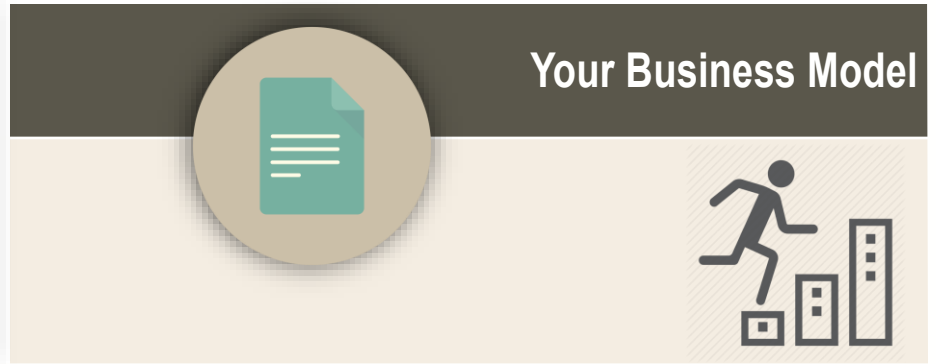




Conscious Creators
— G L O B A L —

Your Business Model





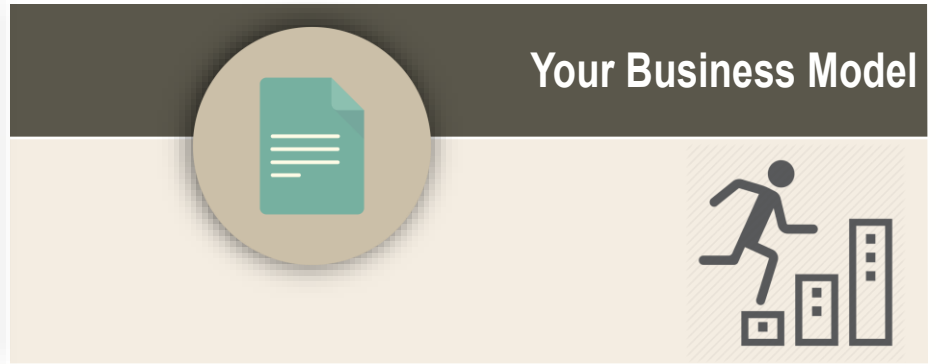
It's So Exciting !

You've got your brand spanking shiny new business, now what?

Starting a new business venture is a very exciting time. We start out full of enthusiasm for what we can achieve, our hopes and dreams seem within reach. Sadly, for a lot of people they never get beyond the start phase, so their hopes and dreams remain unrealised.

How do you avoid being just another statistic off in la la land that says, "I tried that once and it didn't work". Well, luckily in any proper Home Business there is the very real opportunity to make money and change your life, so long as you know what you're doing.

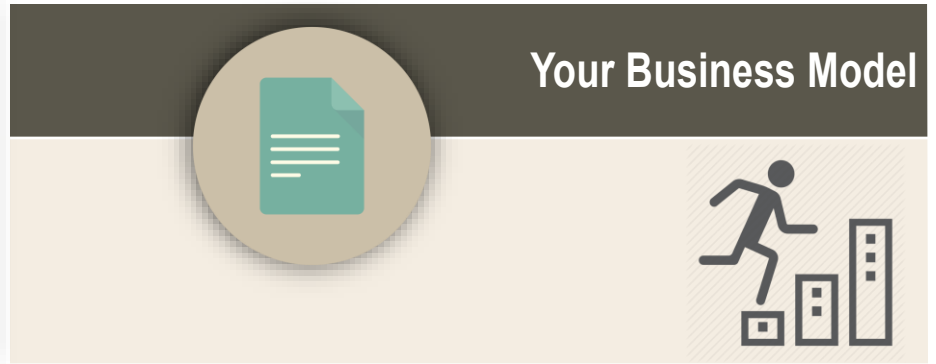
There are many great opportunities out there that fall into the "Home Business" category, of which this is just one. We should never be so arrogant as to claim that we are the only genuine opportunity, but it is certainly true to say that what we're talking about here is a fantastic opportunity.



The great thing about the Network Marketing industry is that it is the ultimate level playing field. They're always hiring, there's no barrier to entry, and the computer down at Head Office doesn't care about your background, education, religion, if you're male or female, left or right-handed, like apple or android, or what your favourite colour is!

All the computer down at Head Office knows how to do is take measurements. And what it's measuring is one simple thing, RESULTS ! You are paid on one determining factor and one determining factor alone, that is the results that you generate. You hit the benchmarks, you get the money. It's that simple. Even if you don't know what you're doing, you get the results, they'll pay you anyway!

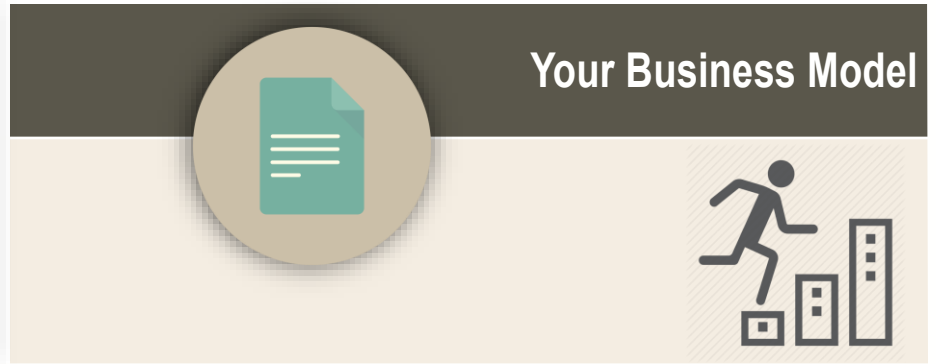
What you do want to avoid is falling into the trap of thinking that you need to be an "expert" before you can actually take any action. One of the most common mistakes people make is thinking that they have to be an expert on every product, every aspect of the business before they can start actually DOING the business. That is simply not the case. You want to have a general knowledge of the company, you want to be trying the products (but you don't need to try every single one of them), but the most important thing you need to do is to START!



If all you did was to start sharing our wonderful products with people that you care about, then you would start making money.

That said, it is certainly true of any business that the more knowledge you have, the better your chance of success. Just don't think that you have to be an "expert" before you get started!

And when you do get started, consciouscreatorsglobal.com will be an invaluable resource for you. That brings us to this Manual. We've packed some really great information on what to say when you're talking to people, but more importantly HOW to talk to people, in the 'Sample Scripts' Manual which you can also download. That will help you get started. Once you get started, this manual will give you some very simple, yet powerful ideas on how you want to be structuring your Business when you're just getting started.



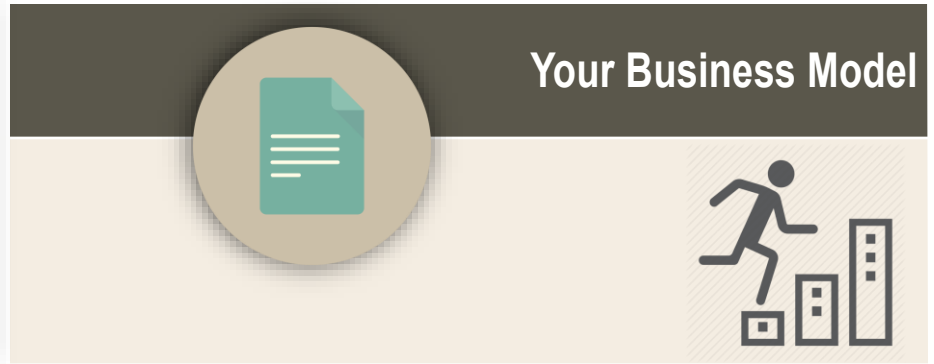
Stop making it too hard !

One of the best pieces of advice that I've ever been given was from a guy who said the secret to success in Home Business, or any business for that matter, was...

"Stop making it too hard!"

Can anyone relate to having received a letter from Readers Digest inviting you to take part in one of their contests? If you've ever experienced this, you'll know that those things are incredibly complicated. Why? Well, they're a big company, they've been around a long time and they've done a lot of research. They have found that the more complicated a contest is, the more people think they're going to win.

This is human nature, the more complicated something is, the more likely we are to think that it will work. When we see something which is not complicated, we tend to think that it won't work because it's too simple. So, we make the mistake of trying to make it more complicated in the deluded misconception that it will be more likely to succeed. In reality, the opposite is usually the case. Making something more complicated doesn't make it more likely to succeed, it just makes it overly complicated! And ultimately, less likely to succeed.



Your Business Structure.

Now, let's look at how you want to be structuring your Business to start out with. What I personally believe in, and this is how I have personally built my Business, is to start out with a simple structure which is 5 x 5.

That means that you want to focus on recruiting just 5 other business builders. Once you've done this, you want to teach them what you've just done (recruit 5 business builders) and help them to do so.

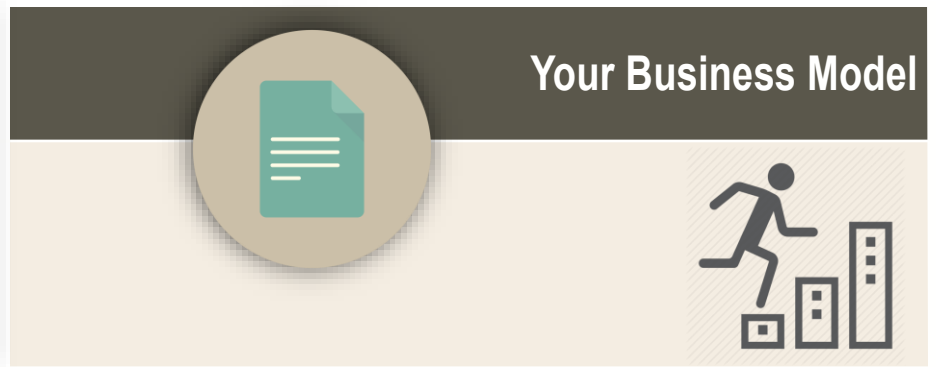
We talk about your Business in genealogy terms, in much the same way we would talk about the genealogy of a family tree.

We refer to the structure of your Business in 'Levels', 'Width' and 'Depth'. In simple terms, this just means that when you recruit another business builder they will be considered to be on Level 1 of your business because they are 1 'Level' down from you.

The number of people you personally recruit onto Level 1 of your business is known as 'Width' because it stretches (in width) across your family tree. If any of those people on Level 1 were to recruit business builders of their own, they would be considered to be on Level 2 of your family tree because they are 2 'Levels' down from you. The various 'Levels' of your family tree would be considered 'Depth' because they go down your family tree.

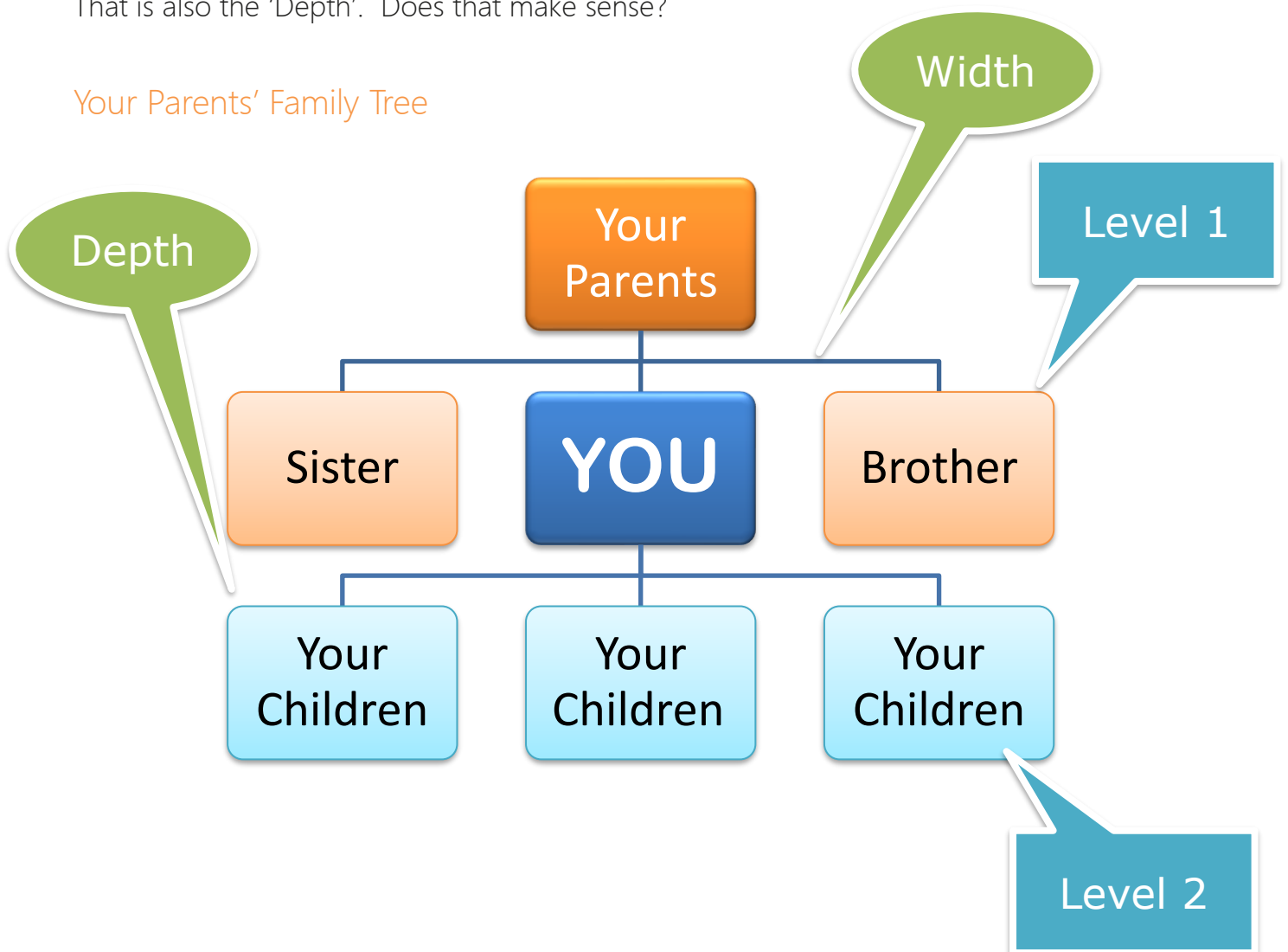
Make sense?

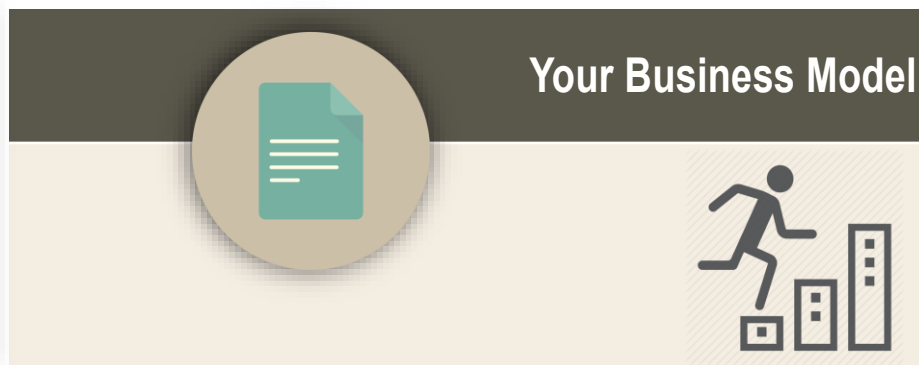
Let me show you...



In family tree genealogy terms, think of your parents as being at the head of your family tree. You and your siblings would be considered Level 1 of your parents' family tree. How many children your parents have would be considered the 'Width' of your parents' family tree. If you in turn have children, your children would be considered Level 2 of your parents' family tree. That is also the 'Depth'. Does that make sense?

Your Parents' Family Tree



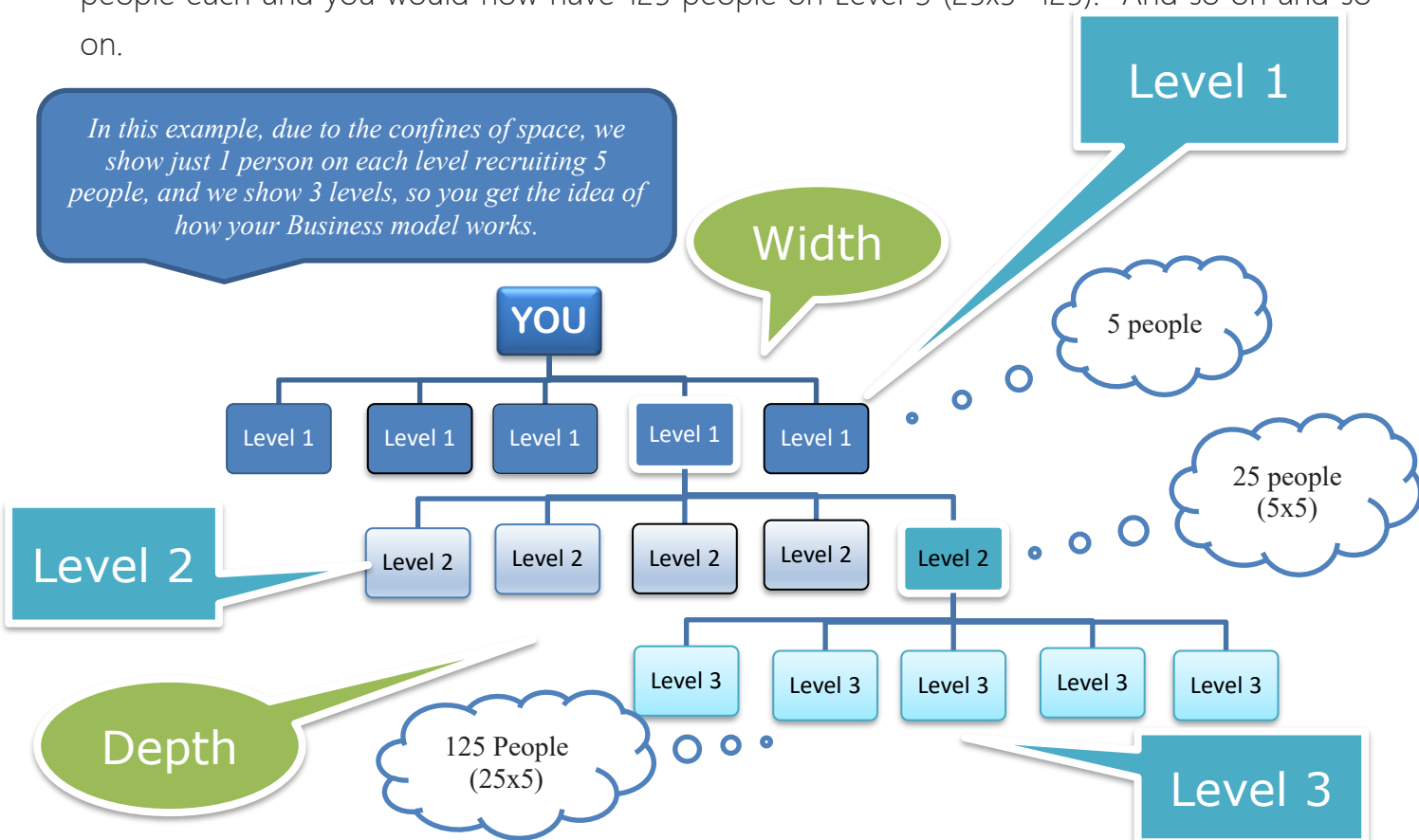


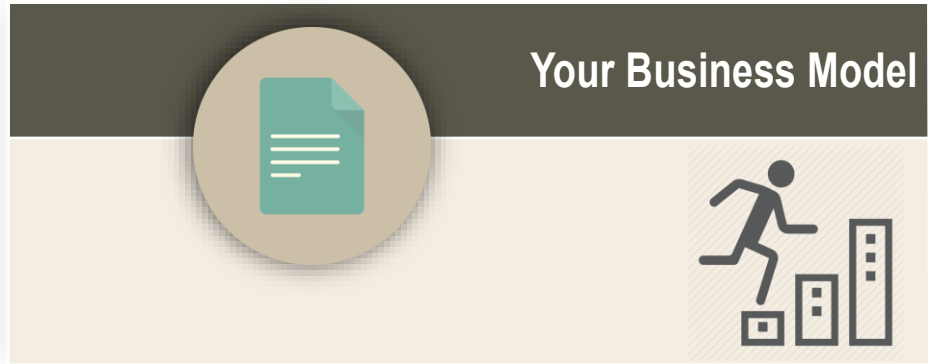
The 5 x 5 Business Model



Using this analogy, we think of the structure of your Business as a 5 x 5 model as below. The first 5, (5x5), is that you want to recruit 5 other business builders, just like you. The second 5, (5x5), is that you want to duplicate that down to at least Level 5 in your organisation. That simply means that you recruit 5 people onto Level 1 of your organisation. You help and teach them to do the same. Because you teach them to do as you have done, they will recruit 5 people because that's what you did.

Because each of the 5 people on Level 1 of your organisation would recruit 5 people of their own, you would now have 25 people on Level 2 ($5 \times 5 = 25$). They in turn would recruit just 5 people each and you would now have 125 people on Level 3 ($25 \times 5 = 125$). And so on and so on.





Let me explain to you the brilliant simplicity of this Business Model. At this point, you would have a group of 3,905 people in total. $5 + 25 + 125 + 625 + 3,125 = 3,905$.

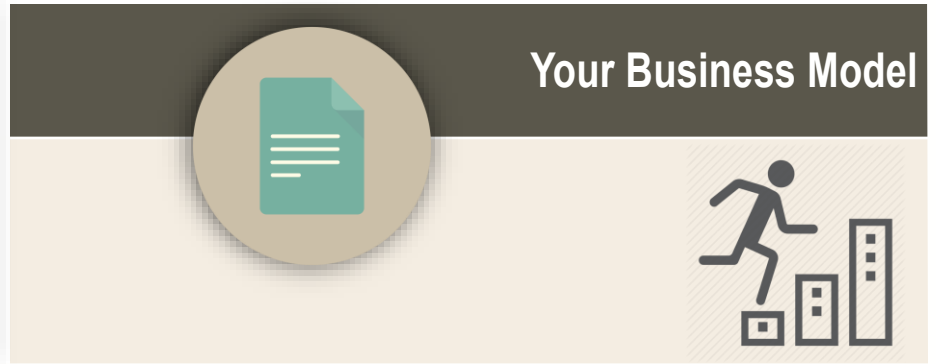
I've always believed that you can't judge any Home Business until you get to at least 30 people in total. By the time you get to 30, you've got momentum, you've seen what's working for you and what's not. Like I always say, the more people you have, the more accurate the numbers become. You get 30 people (that's 5 on level 1 and 25 on level 2), you can see it's working.

You get 125 people on level 3, for this example, let's just say 100 people to keep it nice and simple. You get 100 people you get stability and predictability. You get 625 people, you're really cooking with gas!

That's important because everybody is different, and everyone has their own unique circumstances. For example, people with 1,000 friends on Social Media may have a different experience than people with fewer friends, people who can dedicate 20 hours per week to their business may see different results to someone who can only spend 5 hours per week. But no matter what your circumstances are, once you get to 30 people, you've got some momentum and you can see how this works uniquely for YOU.

But let me tell you what's even better. Before you ever get to level 5. Let's just say you've got "about" 125 people on level 3. Well, if you build this business by following the techniques and structure that we teach, when you get over 100 people in total, you now have a group which is "Self-Sustaining".

That is, you have a group which will continue to generate revenue and grow without your input. Don't get me wrong, you certainly don't want to just put your feet up and forget about them! But what I'm saying is, let's look at what you did.



What did you do?

- You recruited 5 people.
- You taught and assisted them to do the same.
- You built this down to 5 Levels deep in your organisation. (or in this example you're still in the process of this)

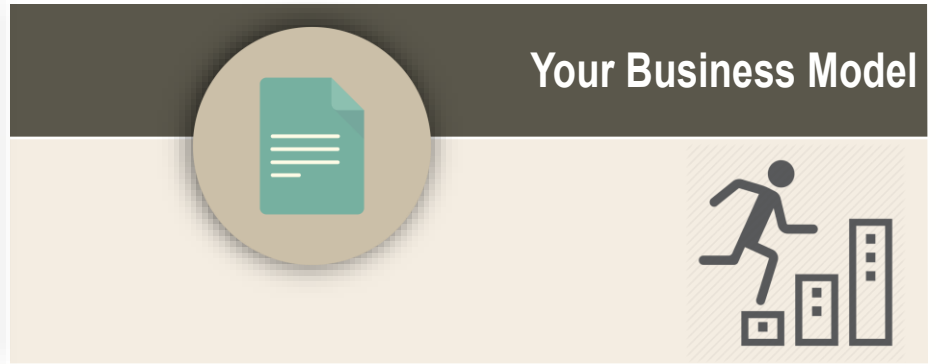
As a result of you doing this, what will each of the 5 people you recruited do?

- They each recruit 5 people.
- Teach and assist them to do the same.
- Build this down to 5 Levels deep in their organisation.

What did each of the 5 people who they recruited do?

- They each recruit 5 people.
- Teach and assist them to do the same.
- Build this down to 5 Levels deep in their organisation.

And so on, get the idea!

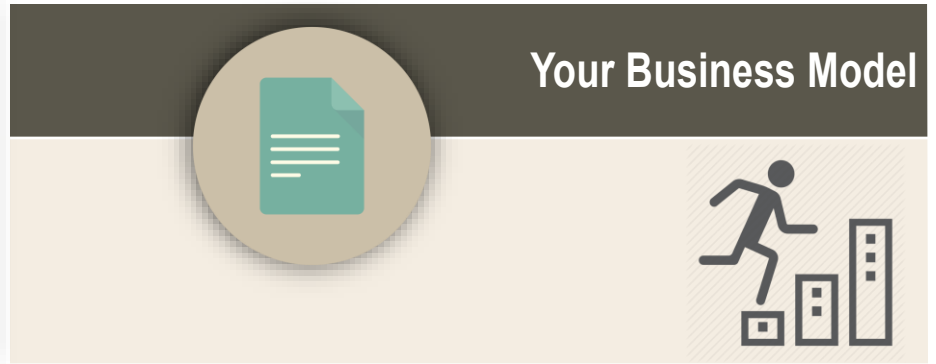


Now, we should point out that this is of course a perfect mathematical model. In reality of course, it won't always work out this way. If you build a group of 5 people, they may not all go on to build groups of their own. Perhaps you may need 7 or 8 people to get the 5 that will actually build the Business themselves. It's not always going to work out as a perfect 5, 25, 125... model but it tends to average out in the end.

Like we said, everyone is different and it's going to be slightly different for each person. But if you use this 5x5 model as the blueprint for your business then you can see what you're aiming for. Build this to the point where you've got 5 people who are actually building the Business themselves. Help them to do as you have done, they will find 5 people who are building the Business and help them to do as they have done and so on. Build this down to 5 Levels deep in your organisation. We'll cover a little more about this in the Get The Facts Manual.

And, of course, what we've covered here is just the business building part of your Business. The Sample Scripts Manual will teach you how to get customers so that you, and also all the people in your Business, will have additional revenue from customers flowing through your Business each month which will obviously increase your income!

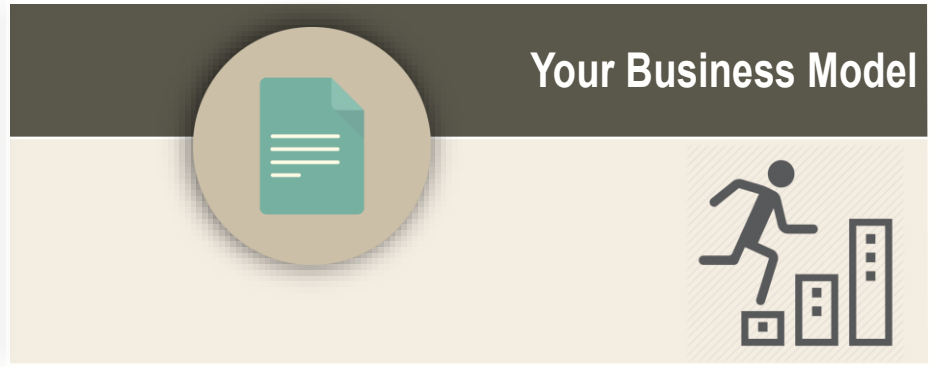
And it goes without saying that, as with any business, you want to be trying the products that you're promoting. This isn't a pyramid scheme where you get paid just for recruiting people. This is a legitimate business where you get paid, just like any other legitimate business, for generating revenue. If you create a group of 1,000 people who each have a volume of \$0, then guess what, you'll be making \$0.



But let's say you had a group of 30 people who were following our Shut Up And Five system. Let's say they were each doing a personal volume of \$200 per month (that's just an example, but not an unreasonable number). Now, let's say that in addition to the \$200 in personal volume, each person had used our training to get just a handful of customers each. It doesn't take much for customer volume to add up, (5 customers doing, say \$100 each on average, would be \$500 per month). So, for example, if each of the 30 business builders in your team had \$200 of personal volume PLUS \$500 from customers, that would be \$700 in revenue each month. Multiply that by 30 people, that's \$21,000 in revenue per month, that you would be earning some kind of a percentage on.

Expand that out to 125 people, or 500 or 1,000. Get the idea!

This is not a dinky little business we're talking about here. This is a real business, where you can make some serious money!



Let's look at some actual numbers of what people are actually earning in doTERRA.

Level	Average Monthly Income	Average Annual Income
Silver	\$2,616	\$31,392
Gold	\$5,720	\$68,634
Platinum	\$11,228	\$134,737
Diamond	\$17,590	\$211,090
Blue Diamond	\$41,087	\$493,048
Presidential Diamond	\$116,360	\$1,396,327

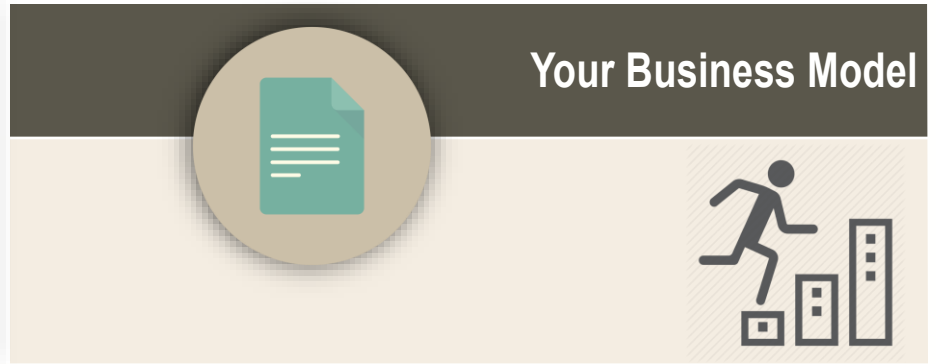
Annual doTERRA Business Builders Report 2023

These are average figures and do not represent a guarantee of earnings

These are real figures. We're not suggesting that this happens overnight. But it can happen, if you choose to make it happen. And if you choose to make it happen, this system is the vehicle that you use to achieve that.

And if you follow the system that we lay out for you, you will see the natural organic growth of your business and your income as those people in your group continued building their own groups.

Using the Shut Up And Five business model, you can create a Business as large as you want. If you really want to build a BIG Business and create serious income, then Shut Up and Five! Once you've done that, rinse, repeat!



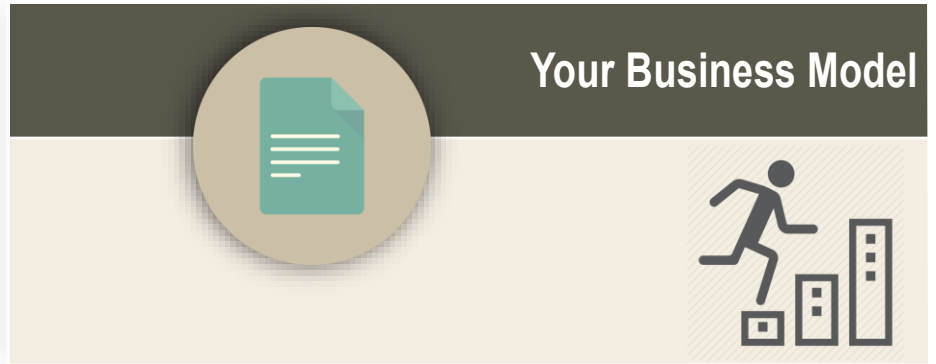
I just want to finish up now by leaving you with a simple checklist below that you can use to create any size business you want. And remember there's always help, support and resources to help you in your Business at every step.

The Shut Up And Five Check List.



- ☐ Commit to using the products that you are promoting.
- ☐ Recruit 5 people who are following the Shut Up And Five business model.
- ☐ Teach them and assist them to do the same as you.
- ☐ Build this down to 5 Levels deep in your organisation.

Rinse Repeat !



Lastly, we just need to cover off on the legal stuff.

This Manual, as well as any other associated websites, webinars or other communications, are intended as a training resource for entrepreneurs and people of all walks of life, wishing to get started in a Home Business, more particularly, the Network Marketing industry. They are intended to provide training and support to help you maximise your success in such opportunities.

They are not intended as or represent any kind of guarantee of any specific results or income earnings. This material has been independently prepared by Conscious Creators Global.

Nothing contained within this Manual is intended as a substitute for any professional advice by medical, legal, financial, business, tax or other such qualified professionals. If appropriate, you will seek independent professional guidance in these areas indicated.

No one can guarantee that the techniques depicted in this Manual will work for you. We do believe however that they will assist you in developing a strong and profitable business. Your chances of success are enhanced by following the trainings and techniques set out in this Manual and other such material on the consciouscreatorsglobal.com website.

We are here to help you at every step, but we cannot do the work for you. You acknowledge that you are always solely responsible for your own results.