

What's your *real* issue?

Objections to doing a MLM

Think about your reservations joining DoTerra or doing a MLM (multilevel marketing). In our meeting, these are the reasons we listed:

- **Vicky:** Essential oils are feminine. I'm very comfortable with masculine energy. Stripping souls down to their raw nature. Fasting, gallstone cleanses, sobriety and intense abstinence from their normal everyday addictions. Essential oils are beauty and comfort and expensive. They're not "basic" like the military style discipline I typically use as an intensive coaching tool. They are "luxury."
- **Kevin:** The market is already saturated with essential oils, cheaper brands, and people who already use DoTerra. How can I differentiate myself? I have competition with this product.
- **Matt:** I don't want to be associated with a MLM. There are others who might not want their brand or image tarnished by being linked to an MLM.
- **Nomita:** When I first heard MLM, DoTerra, I was like, "Whoa. No." It's not a reflection of my highest self that I want to represent or be seen as.
- **Michele:** I have no issues. Let's try it!

What's your real issue? Vicky = Lifestyle

It's not DoTerra or any other product. [It's what that product represents to you.](#) For Vicky, this is the first time in her life she will be welcoming into her life:

- femininity
- luxury
- expensive
- beauty, decorative

She has to let go of basic, bare bones, military style living that is FREE or costs \$5/month. She has ZERO frills in her body, life style, and business. Nothing is beautiful. She drives a Nissan Leaf. Everything is essential, basic, intense and OUT OF YOUR COMFORT ZONE.

For Vicky DoTerra is

- Opposite of fasting/sobriety. It is sensual, because it is all scent and smell
- Opposite of intense: Luxury of life. Deeply inside your comfort zone.

- Opposite of charity work saving people's souls: Expensive toys for pampered play girls.

What's your real issue? Kevin = Competition

Kevin thought about opening another Crossfit gym in the town where he lives, because his boss, the owner of his gym, was managing it poorly. But then he thought, "Well, then I'd be in direct competition with Pete and other gyms in the area." He thought about moving to a more remote location with less competition.

Ironically, this was the first issue he brought up with DoTerra. Competition. [What makes me different? What makes me stand out? Why me?](#)

Why should or would they choose *you*, Kevin? **That's a key question for your life, not for your business.** Kevin does not yet know his *gift* or exact specific calling in his vocation. He knows he's on a spiritual path, but he doesn't know the details and the logistics, the "how." And he, with his engineer mind, is calculating the odds and chances of success **objectively**.

Would people choose you because of the product or just because it's *you*? The difference between the low-ballers and the high-ballers— is that the **masses** make choices based on price, convenience, product, choice, like if I can get that Target, why do I need to drive across town to Neiman Marcus? The high-ballers want to see their favorite sales person at the cosmetics counter at Neiman because of gossip, deep discounts, networking with other high-end customers, membership to the "in" crowd.

Just as Vicky is struggling between being masculine and being feminine, Kevin is struggling with being objective or subjective. People are *emotional*. They aren't computers. And if they are soulless robots, then business is dog-eat-dog— the SAME reason your boss, Pete, the gym owner— runs his business poorly and WHY YOU RUN THE SAME GYM MAGNIFICENTLY. [People follow you, Kevin— not because it's Crossfit, but because they like/love/admire Kevin.](#)

What's your real issue? Matt & Nomita = Image

Matt, the bachelor: spiritual, successful, athletic, sensitive, conscious, educated, young. Do you really want to be seen as _____? Why would you step down when you possess all the privilege that society admires and works so hard to achieve? Everyone wants to hold the cards you're holding. Why put those cards down and *come down* to a common level?

Nomita, a dentist. Her husband, a doctor. Her family: second to highest caste in India. Spiritually elite, educated and image conscious. What will people think or say? That's not who you are: a *salesperson*. That's for low income people or non educated people who have no other options in life. "I have options, why do I have to do that?"

Matt and Nomita are okay with elevating and uplifting their own roles in an MLM. But their [brand, image, and how others see them](#)—is central. How others see them and how others see those around them— is the issue. You are uplifters, not bottom feeders.

Substitute the word "DoTerra" for your karmic block.

- Vicky: I don't want to do DoTerra. I don't want to do feminine energy.
- Kevin: I don't want to do DoTerra. I don't want to do competition.
- Matt: I don't want to do an MLM. I don't want to change my image.
- Nomita: I don't want to do an MLM. I don't want be judged.
- Michele: I like DoTerra! I want to do it.

What would change if you invited DoTerra into your life?

- Vicky: My lifestyle
- Kevin: Eliminating competition
- Matt: My image
- Nomita: Fear of being judged
- Michele: I will have fun

Who would you be if you did DoTerra (successfully)?

- Vicky: Feminine. A woman, not a man.
- Kevin: Subjective. Loyal follower, not a competitor.
- Matt: Not the top of the food chain. I'd be the whole chain.
- Nomita: Whoever I choose to be. Not your expectation of me.
- Michele: I'm excited to find out.