



GETTING TO WHY!

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**WHY DID I BECOME A DOTERRA WELLNESS ADVOCATE WHEN I
COULD HAVE FOUND AN EASILY JOURNEY TOWARDS SUCCESS?**

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HOW GETTING TO WHY DROVE MY DOTERRA BUSINESS TO THE NEXT LEVEL?

Why did I become a doTERRA wellness advocate when I could have found an easily journey towards success?

Why doTERRA?

Understanding why we do anything, I believe needs us to return to the source. This means returning to the time when we were passionate about what we were about to start. I can remember starting my first real job and even though it was a long time ago, my why was simple. I wanted to get enough money to go out with my friends and be able to afford to take my girlfriend on a date which entailed more than sitting in the park.

However, this was not a job with passion, it was a means to an end and at the time I was happy with that as most of use are.

My first passion was music.

I purchased my first guitar when I was 15 years old and when I was about 16 a friend of a friend asked me to join their band as a bass player. I loved it!!! We played local gigs and even backed a few headliners at the local university. The buzz on stage was electric and the relationship we built still exist today.

PASSION



SIMPLER TIMES MEANT SIMPLER WHYS

However, business or higher aspirations requires more than short term goals of hanging out with friends. Yes, chatting up girls after a gig and playing in bands even if the music inspired me to be more than I was. Since then I have become a passionate advocate of network marketing and MLM so the importance of why I do what I do has been vital to my success.



WHY

WHY CHOOSE DOTERRA?

In reality, the key to everything we do, if we acknowledge one of Simon Sinek's quotes is:

"People don't buy WHAT you do, they buy WHY you do it"

So I asked myself of why choose doTERRA as a vehicle for to success?

Classically, I started from the old school notion of money. For those of you who have been on this journey before regardless and have been running your own business, money is not enough to give you the passion to succeed.

So, Why doTERRA?

A good question. I simply felt that doTERRA was a good, safe and reliable company that would do the right thing if needed. I believed that I could trust the products and felt happy being apart of what they stood for. Also, I could see an impressive loyalty among customers which told my gut that there was something I needed to be apart of. As you can see joining doTERRA for me was about a feeling, which is something that really can't be put in words.

WHY DOTERRA?



SO, WHY DOTERRA? CONT,

However, doTERRA involves building personal relationships with people that have the same values and beliefs as you. Having this synergy with team members allows them to see how passionate you are about what you are doing. This goes beyond what you do in your business to the more important aspect of why you are doing it.

Don't get me wrong, I done my research and saw doTERRA as a highly innovative product and company taking a leap into the unknown. However I also saw doTERRA and their product line trending on Google. They were out ranking other wellness, alternative health and weight loss products and companies by a massive amount, which sparked my interest.

Getting to why - reeducating the mind to success

Understanding why others wanted to be apart of doTERRA was a revelation for me. I was normally involved with businesses where the what and how was more important than the why. doTERRA on the other hand sees the why as a key part of their business plan and essential to developing, influencing and growing the doTERRA brand. In addition, doTERRA wellness advocates and customers are passionate about why they believed in doTERRA and the products and why they want to be apart of this global movement.



So, when I hear someone says "I want to join doTERRA". I believe they have already reflected on why doTERRA fits with their values and beliefs rather than going into depth about the products, earnings and business plan. Even the acceptance that doTERRA essential oils are the best quality available online is not as important as our personal values and a desire to be apart of something that reflects who we are and what we believe in.

GEEK



DOTERRA

SO, WHY WOULD A GEEK LIKE ME WANT TO JOIN DOTERRA?

I passionately believe that there is another way of running a network marketing business, at the same time doTERRA fits my personal values. I saw an opportunity to help myself while helping other to go beyond the old school method of running their doTERRA business.



In addition, the idea that I could run my doTERRA business from anywhere in the world via an internet connection became a powerful incentive. The thought that I could be in Spain or Bali or New York and still be connected to my business was so exciting to me. For the first time, I could see a real possibility of a totally unrestricted lifestyle that could span the world. This really did feel like rock and roll had arrived in network marketing.

Yes, I could see that the party plan / class method of sharing doTERRA was working impressively well. In saying that I would never discourage others to pursue the party plan method. It has its benefit and the personal touch the working online does not have. Also, I fully get that it is true that not everyone wants to live the gypsy traveler lifestyle. I knew that the geek in me was saying running home classes was not who I am.

If you would like to read the rest of this article, click on the source code link below.

Source: [How getting to why drove my doTERRA business to the next level?](#)

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