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The 2 things you'll learn today:

- How to use the link generator
- Where you can incorporate links into your content

The 2 things you'll do today:

- Create a link
- Paste a link into the caption of an upcoming post

Let's get started!

How to Use the Link Generator

Notes:

What's a Link Generator?

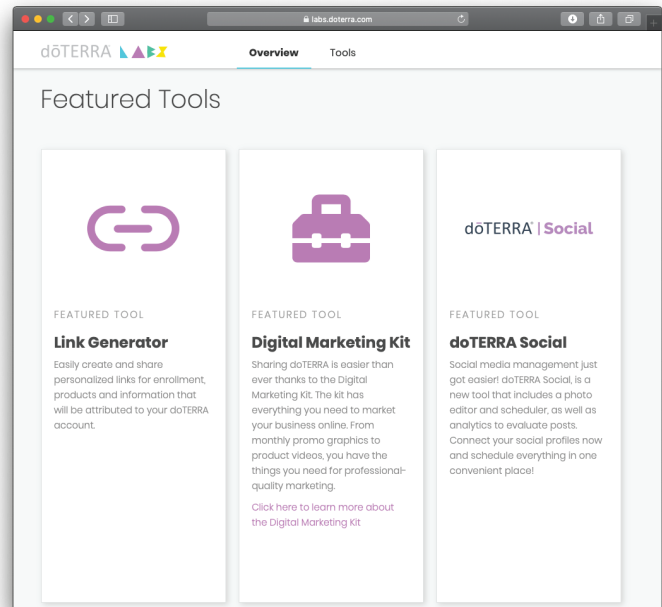
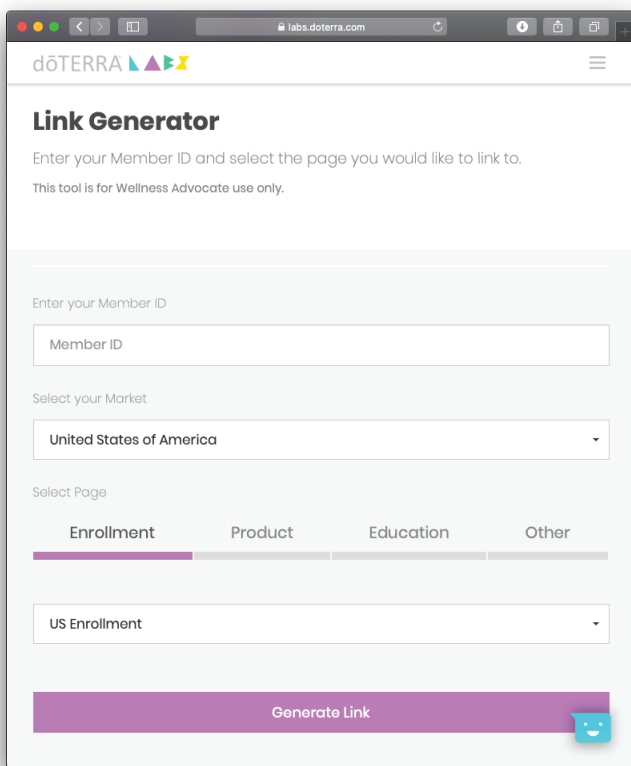
The dōTERRA link generator is a tool that allows you to create a URL link (specific to your account). You can create links to enrollment kits, education pages, or specific products. Whenever you generate a link, you're also given the option to copy it, email it out, or shorten it, making it simple to share online.

The link generator is especially useful in your social media content. You can use the links you create on Facebook, Instagram, and Pinterest to make online purchasing much easier and educate your followers about dōTERRA and essential oils.

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Using the dōTERRA Labs Link Generator

There are two ways to access a dōTERRA link generator. The first way is by going to labs.doterra.com. If you scroll halfway down on the page, you'll see this option: "Link Generator."



Once you've clicked on that, you'll be taken to this screen.

From here, you can enter your member ID, select your market, and specify which page type you'd like to create a link for. Let's walk through what each of the page types has to offer.

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Enrollment

To create an enrollment link, just select the “Enrollment” option, choose the correct market for your new enrollee, and click “Generate Link.” The link generator will create a link that leads to an enrollment page under your account.

When you send new customers this link, the website takes it from there, walking them through selecting an enrollment kit and signing up with dōTERRA. Signing up under you with this is quick and easy. The enrollment link works great on social media with interested customers, like in a Facebook post or as part of your bio on Instagram.

Product

Product options are also useful. Once you click on “Product,” a dropdown menu of all the different product information pages (PIPs) you can link to will appear. Simply select the product page you’d like to send people to, then click “Generate Link.”

Links like these are perfect for sharing in posts about products. If, for example, you post about the benefits of the dōTERRA Lifelong Vitality Pack[®], you could include a link to it for members of your audience who want more information. With just a click, they can learn more about the benefits of this certain product (and others) and have the option of purchasing it.

Education

Education page links help you connect followers to helpful information. When you click on “Education,” a dropdown menu of different educational pages will appear. All you have to do is click “Generate Link.” These education pages cover a wide variety of topics—everything from essential oils and the digestive system to information about the AromaTouch Technique[®].

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These types of pages can be incredibly useful for your social media followers. Say you create a pin on Pinterest with some of your favorite bedtime diffuser blends. You could also add an education link to that would take people to the “Maintaining a Bedtime Routine” Wellness Topics page. Including these kinds of links on your social media platforms can help your audience see you as a knowledgeable, reliable source of information about essential oils.

Other

The dōTERRA Social link generator also allows you to link to a variety of other pages. Many of the pages in this category have to do with the dōTERRA Healing Hands Foundation®, general information about dōTERRA, or various blog posts. You can create a link to any one of these pages the same way as before: by selecting the specific page and clicking “Generate Link.”

Like the other page types, you might share these pages on social media when you’re posting about relevant topics. They can help your audience learn more about dōTERRA and complement your content.