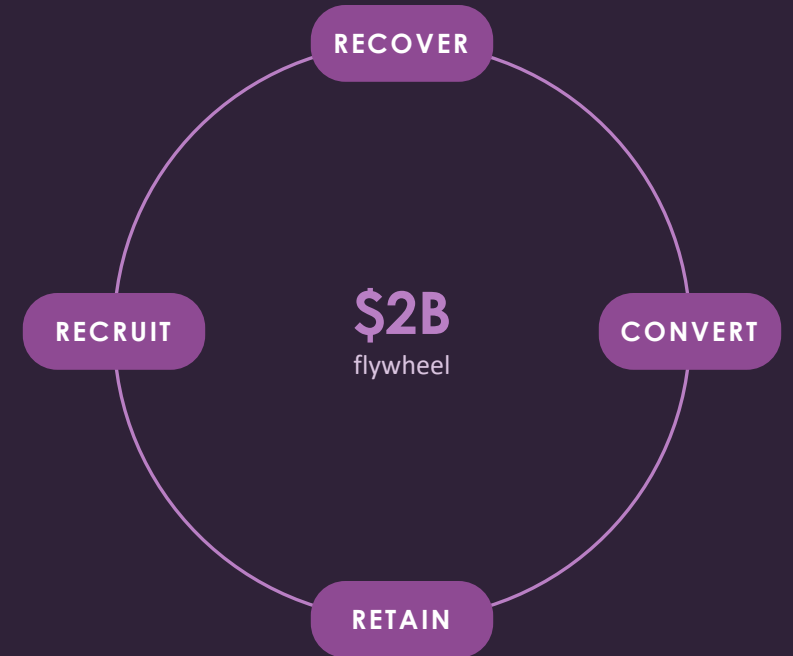


The Cyclical Growth System

A preview of how we instrument doTERRA's \$2B flywheel — and recover the revenue leaking from every stage of it.



THIS ISN'T A TEMPLATE

We Studied Your Flywheel Before We Wrote a Word

This proposal is the output of focused research on doTERRA specifically — audience, intent, funnel, competitors, and a live inspection of your tech stack.

AUDIENCE

4 cohorts

Four behavioral segments mapped to real personas.

INTENT

26,000+

Topics scored across 1.1T monthly open-web signals.

FUNNEL

5 leaks

Five structural drop-off points, each quantified.

STACK

12+ tools

Verified live via network + JS inspection of doterra.com.

COMPETITORS

4 mapped

Young Living, Plant Therapy, Edens Garden, Rocky Mountain Oils.

THE SITUATION

A working \$2B flywheel — running almost completely blind.

doTERRA already has what most brands chase: **10M+ customers, 3M+ advocates, 2.7M monthly visitors, and 68% retention against a ~10% category average.**

But every stage of that flywheel runs without visibility. You can see the people who already converted — not the half of your traffic still deciding, or quietly leaving.

70–80%

of carts abandon at the membership fork

40–60%

of new members never join LRP within 90 days

2–5%

win-back rate after a member lapses — churn is caught too late

THE OPPORTUNITY

\$27–47M Is Sitting in Five Invisible Leaks

Every leak is structural, recoverable — and, today, completely unmeasured.

\$27–47M

per year in recoverable revenue

Conservative. Across the five leaks at right.

We quantify each leak — and exactly how to close it — in the full proposal.

01

Cart → Checkout

02

First Purchase → LRP

03

LRP Months 1–3

04

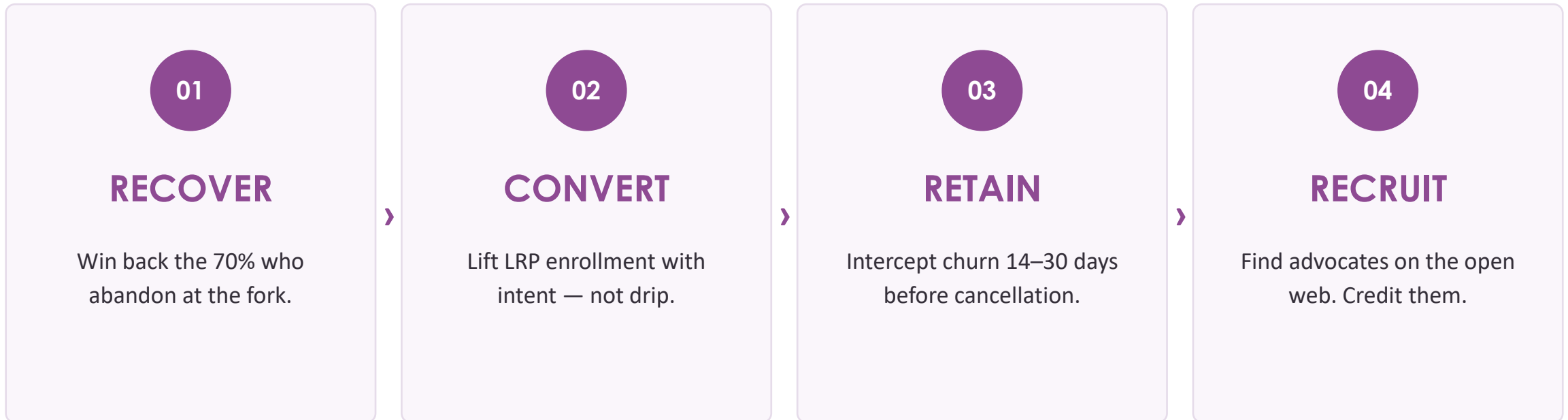
Lapsed → Win-Back

05

Attribution Gap

Four Outcomes. One Integrated Loop.

Everything we do ladders up to four moves — and each one feeds the next.



🔗 Ten plays sit underneath these four. We walk through each in the full session.

THE UPSIDE

\$33–63M Incremental. Year One.

\$33–63M

incremental revenue in Year 1

73–140×

return on the platform fee

Proven before you commit.

A 30-day pilot — \$75K, fully refunded if we don't resolve 50% of your enrollment abandoners. The pilot fee credits toward Year 1 if we move forward.

Full economics, the three-year model, and platform scope — in the meeting.

THE TEAM

Two seasoned founders. One integrated growth engine.



Jessica Grentner

Net Results Consults · Founder

Fourth-generation entrepreneur who cut her teeth in the family business and a doTERRA Wellness Advocate since 2014. Thirty years guiding small business owners through every shift in the digital landscape — now via Net Results Consults. She homeschools her boys on her homestead in western Montana, where she was first introduced to and fell in love with doTERRA.



Gregory Kotovos

delivr.ai · Co-Founder & Chief Evangelist

Operator of delivr.ai — the deterministic identity and intent platform under every play in this proposal. Direct engineering and product authority over the roadmap. Custom integrations, intent topics, and cohort definitions approved at the principal level.

THE ASK

Give us an hour.

We'll walk you through the full Cyclical Growth System — the ten plays, how it plugs into your existing stack, the pilot terms, and the Year-One model built on your numbers.

JESSICA GRENTNER

Net Results Consults · Founder

(406) 249-4486 · jessica@netresultsconsults.com

netresultsconsults.com

GREGORY KOTOVOS

delivr.ai · Co-Founder & Chief Evangelist

(732) 857-7220 · gk@delivr.ai

delivr.ai

