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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

EDWARD BELL

COMPASSION AND FAITH CREATE SUCCESS

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Mariam and I are so blessed and fortunate to be a part of something so big and wonderful. This opportunity has changed our lives. We are so thankful for all that has materialized right before our eyes. Before I began this incredible Arbonne journey, I had to ask myself a question: Where do I want to be five years from now? You see, I spent the better part of 18 years working for someone else. I lived, worked and breathed corporate America. I rarely had any time to stop and think about my answer. Are you are a person working a corporate job, spending more time at work than at home? Have you been given additional responsibilities, with no raise, or had your commission cut and your quota raised? If so, you probably need to ask yourself that same question I asked myself.

I once heard a very successful business man talk about a man who had everything, worked very hard and long hours to stay at the top of the corporate ladder, but on his death bed the only people who really mattered were his family. Suddenly, nothing else mattered. When you can begin to put things into perspective, your priorities change and the responsibilities that were running your calendar all those years do not have any meaning. When faced with decisions, a good question to ask yourself is this: twenty years from now, is it really going to matter whether you make that sale, attend that trade show, or go out to dinner with clients all the time?

It has been said that seeing is believing. I am here to say that faith is believing in what cannot be seen. I have always had a passion for helping people. My beautiful wife, ENVP Mariam Bell, launched her Arbonne business with that passion about two years ago. I was very supportive, but it never dawned on me to build my own team. I always dreamed of having a business that would help change people's lives. I always knew there was a better quality of life, but I was so dependent on my job that it was too hard for me to change.

So Mariam and I settled for mediocrity. We lived paycheck to paycheck and on occasion, we could treat the family to a nice vacation. Do not get me wrong; 18 years ago, corporate America was different. It was safe or, at least, felt safe. It has been like a slow demise. Over the years, benefits have been cut, the average work day and work travel have increased without proportionate compensation, and paychecks and job security have slowly melted away. I believe if you recognize a trend, you must seize the



The Bell family: Noah, Elijah, Ed, Dominique and Mariam.



Ed and wife, Mariam with President Rita Davenport.



TOP, L-R: RVP Ann Marie Jennison and DM Barbara Hayden. BOTTOM, L-R: NVP Hilary Corcoran, AM Lisa Dimond and AM Stephanie Martin.



Mariam with NVP Hilary Corcoran.

opportunity. In this day and age, the growing trends are home-based businesses, Internet shopping and health and wellness. The current trend is ideal for a company such as Arbonne.

People always ask me: "Ed, you are a guy ... how can a man do this business?" First, you need to have a passion for being in business for yourself and for helping others. Next, you have to have faith in the company and its products. You also need to have faith that this is what you are meant to do. I encourage everyone to really take some time to think about this. I believe the only way you can fail at this business is to quit. This business is about being a great steward over what you have been given. In my favorite book, the author writes that a lot is expected of those who are given a lot.

Have you tried the products? Have you researched Arbonne? Have you looked at all the recent trends in the past 50 years? Do you know what industry corporate placement officers are suggesting you send your resumes to? Health and wellness companies! Do you know that those same officers are suggesting a secondary source of income or a home-based business? That is what excited me about this business. You need to ask yourself some questions. Can you share the pure, safe, beneficial products with people who are, in most cases, not even educated about what they are putting on their skin or into their body? If your answer is yes, then this is what you have been waiting for.

Is there another way out for you? How will you be able to make a change? In that same book I referenced earlier, I read a story about a group of people evacuating a country and the only compass they

had was a cloud. During the day, the sun was very hot and their survival meant everything. If they stayed covered by the cloud, they could survive. Whenever the cloud moved, the group all moved with it. It protected them from the hot sun and it was uncomfortable not to follow the cloud. Is it uncomfortable in your present job situation? Is the cloud moving for you? A great leader watches and understands the times and makes the changes necessary for the future.

I have a number of people who have helped me along the way to the National Vice President level. Like many others on their Arbonne journey, I had to overcome obstacles before I arrived at the promised land. After everything I have been through, I have to say that it was worth it all. All I have achieved can be attributed to the efforts of my incredible team. I owe many my deep appreciation.

To my wife, Mariam: You are a pioneer who helped pave the way not only for me, but for so many others. Words cannot express how proud I am of all you have accomplished.

To my mom and dad, Pat and Ed Bell: Although you do not understand the concept of this industry, you have always given us your unconditional love.

To my aunt Ursula: Thank you for being one of our first Clients.

To my father-in-law and mother-in-law: Thank you for your constant support.

continued ...

success strategy:

“ Keep running, keep the faith , and cross the finish line. ”



Mariam, RVP Ann Marie Jennison and Ed.



AM Illicia Higginbotham, RVP Robyn Evans, ERVP Kelly Solorzano, Mariam and ERVP Heidi Tortorici.



Ed and Mariam with some of the E. Bell Nation RVPs.

To Nick and Mary DiPietro: You both inspire me to take on things I would have never considered. Mary, you are a maverick with a passion for growth; you have the courage to embrace new opportunities head on. From the start, you grasped the vision and ran with this opportunity!

To RVP Hilary Corcoran: You took Costa Mesa by storm and gave our business validation in your own quiet and gentle way.

To RVP Kathleen Pedick: You are one Scottish gal who is as smooth as silk.

To RVP Janelle Sabolick: You amaze us all with your unstoppable spirit and devotion to your team!

To RVP Ann Marie Jennison: You are like an angel, always demonstrating the true spirit of Arbonne with your generosity and grace.

To RVPs Kelly Solorzano and Robyn Evans: You two are certainly putting Huntington Beach, California on the Arbonne map. Kelly, your leadership qualities and commitment – combined with Robyn's confidence and determination – have influenced a neighborhood to embrace pure, safe, beneficial skin care products!

To my AMs, Lisa Diamond, Jenn Crocker, Jacilyn Sisco, Jackie Anderson, Laura Jackson, Illicia Higginbotham, Michelle Yancey,

Colleen Rozema, Marianne Hamilton and Jon Evans: An awesome part of this journey is making new friends. It has been such a blessing getting to know all of you!

To Jennifer and Doug Schroeder: It is so great to have old friends in this business with us. You are my oldest and dearest! This business has brought us closer, despite the fact you now live in Washington.

To my Districts and new Arbonne Independent Consultants: Keep running, keep the faith and finish well!



Ed's Washington Team. L-R: DM Dorothy Bunch, Cathy Sisk, Christina Smith, EAM Jen Schroeder, Mariam, AM Jackie Anderson and DM Denise Misenick.



ENVP Cathy Epperson, ENVP Tammy Knowles, Ed and Mariam.

Ed's "Arbonne Angels": AM Colleen Rozema, AM Michelle Yancey, RVP Ann Marie Jennison, DM Jen Faulks and AM Jen Crocker.

