

THE POWER OF POSITIVE EXPECTANCY

Isn't it funny how life works out and how opportunities present themselves when you least expect them? That is exactly what happened to me with Arbonne. In July of 2003, I attended a Presentation at the home of now NVP Tory Brandt. It was one of her first Presentations in Bakersfield, and I instantly fell in love with the pure, safe, beneficial products she was selling. I remember thinking to myself that Arbonne might be a great business to get involved in. However, having just left my 11-year teaching career to be home with my children, and being pregnant with my third child, I was not about to take on another project!

Over the course of the next 14 months, I continued to use the products. I was surprised and impressed when I heard that Tory was "going for the Mercedes-Benz." Then, in November of 2004, Tory asked me to try the NutriMinC® RE⁹ anti-aging skin care line. I was amazed at the immediate results and signed on as a Consultant to purchase product at the discount. While taking my order and signing me up, Tory also told me, "If you ever want to sell it, you can." Although I did not think I was actually looking for another career, that statement resonated in my mind, and I started researching the company. I was intrigued by what I learned and soon felt drawn to pursue my own Arbonne business. After overcoming my own objections to doing the business (I had three small children, no background in sales, and was afraid of what others would think), I summoned up the courage to get started. The defining moment, though, was Tory's Mercedes-Benz presentation last February; I was so inspired by what the women had accomplished and I truly believed that I could do it, too. So, in March of 2005, I jumped in with both feet!



keri borda

Independent Consultant, Regional Vice President
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My Arbonne journey has been amazing! I cannot think of a better product line to share with others. I love seeing how excited people get with their results. And since embarking on this journey, I have grown tremendously. Self-development comes from having to confront your biggest fears and having to meet the challenges of navigating through unfamiliar territory. Now, I truly believe in the product, the company, the industry and myself. I have experienced the power of positive expectancy firsthand. When I was finishing qualification for Region in November, I focused on consistent activity and absolutely believed that my team would finish. Sure enough, we

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Keri and husband, Bob ringing in the New Year.



Keri's children and biggest Why, Jacob, Megan and Matthew.



Keri in her new Mercedes-Benz.



success strategy:

“ If you dream it, you can achieve it, as long as you believe it. ”

became a Region. This entire experience has shaped me into a more confident person who now tries to find the positive in a situation, no matter what that may be. The best part of my journey, though, is having the privilege of working with incredible individuals who have added so much value to my life. I would not even be writing my *Eye on Arbonne* success story right now if it were not for the efforts of my awesome team!

First of all, I would like to thank NVP Tory Brandt for offering the Arbonne opportunity to me. Your belief in me and your amazing support have touched me in so many ways. I am forever grateful to you for providing me with a vehicle to change my life!

To my neighbor and dear friend, EAM Kelly DeMoes: You were my first business partner and you have been with me since the very beginning. I am so blessed to have you in my life. Thank you for your belief in me and in yourself, and for your constant positive energy. You have created a remarkable organization, and I am so proud of you. I cannot wait to see you driving down the street in your own Mercedes-Benz.

To my oldest friend and kindred spirit, EAM Natalie Swaim: You were my first “no,” and now you are the CEO of your own Arbonne business. Your warmth and enthusiasm attract so many people to you. You have become an amazing leader, and I am so proud of what you have accomplished. You continue to inspire me.

To AMs, Heather Rooke, Sandy Davis and Tracy Gregg: I have learned so much from you about dedication and desire. I am so impressed with how all of you set your goals and accomplish them, without letting anyone stop you. Thank you for your commitment to your Arbonne businesses. You are creating incredible teams!

To DMs, Janet Hafen, Sheryl Sheldon, Joost DeMoes, Donna Oehlert, Yvonne Jacobson, Carolyn Reinen, Danielle Cronk, Nikki



Keri with the Bakersfield team celebrating becoming a Region.

Smith, Kori Mauch, Shannon Gregg, Harry “Mo” Herbst, Bonnie Dean and Katie MacDiarmid: Thank you for embracing the “gift” of Arbonne. Enjoy this life-changing journey. If you continue to believe in yourselves and the company, and stay in consistent activity, you will each have the potential to be writing your own *Eye on Arbonne* success story and driving a white Mercedes-Benz.

To all of the new Consultants in the Keri Borda Region: I am so excited to have you as part of our team. Hang on for an awesome ride!

To my supportive family members, friends and Clients: Thank you for falling in love with the products and for hosting so many Presentations for me. I am honored that my mother, sisters, sisters-in-law and cousins have cheered me on, and have been excited for my success. I especially want to acknowledge my aunt, Paula Wilma, in Colorado, who so passionately shares Arbonne products with her friends every month to support my business. I truly appreciate everything all of you have done. Thank you!

To my husband, Bob: Thank you for believing in me. I could not have made it without your support and encouragement, and without your help with the children. I love you! To my three angels, Matthew, Megan and Jacob: You are the most wonderful children a mother could ever hope for. Every day I thank God that I am your mom. Thank you for being my cheerleaders and for all the hugs and kisses you give me. I love you from here to the moon!

God has given me a beautiful life, and I honestly consider the gift of Arbonne to be an amazing blessing!



Keri with team members: EAM Kelly DeMoes, AM Tracy Gregg, EAM Natalie Swaim and DM Sheryl Sheldon.

Keri with EAM Natalie Swaim and Jennifer Jackson.



Keri with EAM Kelly DeMoes and NVP Tory Brandt.



REGIONAL VICE PRESIDENT

The testimonials in this story reflect the actual experience of an individual, are anecdotal only, and may be atypical.