

## CREATE A BETTER LIFE

The first person to tell me about Arbonne was my sister-in-law, EAM Paula Zajac. Like many others, I saw the amazing products, not the amazing business. It took me a couple of months to realize how special and unique Arbonne is. My husband pointed out that if the products and company were something I could get excited about, it might be an amazing opportunity to start our own business.

My biggest obstacle was the fact that Arbonne is a network marketing company. When I was introduced to the business, my experience with network marketing was limited, but negative. Then, I learned more about the industry. Wow — I had no idea how much I did not know. I had not realized there are literally thousands of network marketing companies out there, and I had let just one of them determine my attitude about the entire industry. I discovered this business compensates according to productivity. It is a brilliant and fair business model.

When I started, I had no background in sales, skin care or owning my own business. I spent 10 years as a pilot in the United States Air Force. Then, I flew 727s and 737s for a major airline. My husband, who was also in the Air Force, is currently a pilot flying for that same airline. At the time I was hired, it was the largest airline in the world and expanding rapidly — talk about job security.

My husband and I bought our 20-acre dream ranch to raise and compete thoroughbred event horses in Northern California. We had planned to stay there forever. In early August of 2001, we moved to the ranch. Less than six weeks later, on 9/11, like so many others, our



**kara brandt**

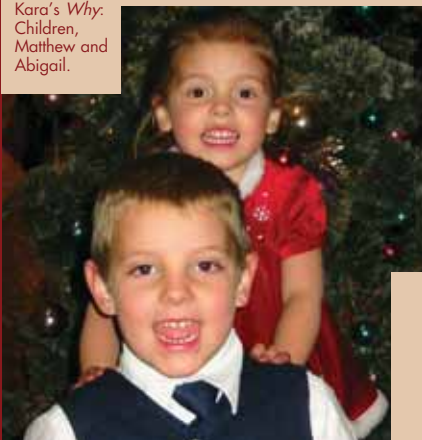
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lives changed more than we could have ever imagined. I was laid off and Mark took massive pay cuts at his job. The pension that we thought was our security was gone. I discovered my job security was not just an illusion — it was a joke. We had investments and savings, yet no plan B. We were forced to sell the ranch and horses, and bought a home in Las Vegas.

We obviously needed a plan B. We researched several options over the next few years. The answer came when I least expected it. I had no idea that an opportunity like Arbonne existed, with the potential to earn enough income to replace, and even exceed, the income we made before 9/11.

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Kara's Why:  
Children,  
Matthew and  
Abigail.



Kara with husband, Mark; son, Matthew and daughter, Abigail, at Disneyland®.

Kara with her new Mercedes-Benz.



## success strategy:

“ This business requires daily discipline and stepping out of your comfort zone. ”

When I began my business, I jumped in with both feet. I dedicated myself to executing the business plan put in place by people who have already succeeded. It has not been easy, and definitely required sacrifices. I have two small children and all the responsibilities that come along with that. My days were completely full before I started Arbonne. I did not have extra time in my life. At a training, I heard a famous motivational speaker and author say many of us are not good “stewards” of our time. I began to realize I was not making the best choices about how I invested my time. At its core, this business does not require a lot of time. It requires daily discipline, stepping out of your comfort zone, and doing the important stuff before doing the easy stuff. But it is so worth it! I once heard someone say the chief cause of failure and unhappiness is trading what you want most for what you want now. I remind myself of this when I feel tempted to do the easy things first.

It is often said this business can change people’s lives. It is true. It is not just about creating a business, it is about creating a better life. The beautiful part is it is available for anyone you choose to share it with who has the courage to try.

To my sister-in-law and sponsor, EAM Paula Zajac: You are so fabulous and you inspire me. You will always be the person who gave me this gift and I will be forever grateful. To EAM Wendy Cipriotti: You are such a beautiful and giving soul. To EAM Petie Barnum-Wood: I am so blessed to have you in my upline. To EAM Patty Mispagel: I have learned so much from you and with you, and I am unbelievably lucky to have you. To EAM Erica Virtue and AM Suzanne Rogelstad: I am so thankful you are on my team.

To soon-to-be NVP, Liz Barlak: Your love and support have meant the world to me. You are a great mentor.



Kara with ERVP Liz Barlak and EAM Wendy Cipriotti; sister-in-law, EAM Paula Zajac and DM-in-qualification Danielle Zollar at NTC 2005 Las Vegas.

To ENVP Donna Weiser: Thank you for giving so much of yourself.

To my best friend for 20 years, EDM Beth Dittmer: You haven’t realized how awesome you are yet. There is nothing better than being able to do this business with you. To EDM Lisa Villamil; DMs, Scarlette Helms, Elicia Riggi, Jennifer Debok, Kristie Singley and Lori Bernstien; and our team’s newest business partners: There is no way I could have done this without you. You all are so amazing. To DM Tammy Taussig: I am so thankful to have you in my life. You rock! To Neil Karella: Your determination is an inspiration to me and it is only a matter of time before you are writing your own *Eye on Arbonne* story.

To my two beautiful and amazing children, Matthew and Abigail: Mommy loves you so much. You both are such good and patient helpers.

To my wonderful husband, AM-in-qualification Mark: I would not be where I am without you. You truly are my partner in all things and I cannot even tell you how much I love and appreciate you. I am so blessed to have you.

To the rest of my wonderful Arbonne family: Thank you for being who you are and for making our plan B, our new, fabulous plan A! I am so proud to be a part of Arbonne.



Kara with team at her car presentation. EAM Patty Mispagel, EDM Beth Dittmer, DM Elicia Riggi, DM Tammy Taussig and DM Kristie Singley.



Kara with husband, Mark; sister-in-law, EAM Paula Zajac, EAM Wendy Cipriotti and EAM Petie Barnum-Wood.

Kara and Mark with Michael Clouse.

