

## A VISION FOR THE FUTURE

Five years ago, ENVP Lisa Voorhies introduced me to Arbonne. I was intrigued by the pure, safe, beneficial aspects of Arbonne's products and immediately fell in love with them. I signed up and quickly promoted to Area Manager. However, I did not completely catch the Arbonne vision. At the time, I was a single mom and the sole proprietor of a business that had depleted my savings and put me in debt. So, when I was offered a corporate job with a guaranteed base salary, car allowance, strong compensation package and, most importantly, health insurance that would cover my son and me, I did not hesitate! I called Lisa and told her I was setting my Arbonne business aside. Obviously, that did not stop Lisa Voorhies.

Over the last five years, Lisa would call me periodically and say, "Hey, Mari, shake your bottles. What do you need?" I loved the products, so every time she called, I placed an order. Lisa kept in contact with me and, one day over coffee, she told me she had promoted to RVP and had her white Mercedes-Benz. I curtly replied, "Well, when you are making the really big money, call me." The next year, Lisa's income exceeded what I considered "big money," but she forgot to call me.

I loved my corporate job. I worked hard and quickly made a six-figure income. I won every trip they offered and had a shelf full of awards. But, after five years of the pressures of cold calling to make my quota and working 50 hours a week, I was exhausted! I also knew that if my corporate position was ever eliminated, my six-figure income would follow suit. That frightened me, and I needed a cushion. I wanted some residual income to carry me into retirement.



**mari burleson**

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So, while working a full 50-hour work week, still making my quota in an intense telecommunications sales position, I jumpstarted my Arbonne business.

I quickly found my first business builder, AM Brandi Himes. She signed up as a business builder without even trying the products. I promoted to DM in three weeks. Next, I went through my 100-name list and found that no one wanted to do the business. They only wanted to buy the product. I knew I would not get any further than District if I did not find any business builders. Selling the product was easy because it sells itself. I had to concentrate on the harder part ... selling the opportunity.

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Mari with husband,  
Byron Burleson.

Mari and Byron's family.



Mari with son, Erik, at the Mercedes-Benz car presentation.

## success strategy:

“ To be successful, you must help others succeed. ”

I checked out Arbonne's demographics map and learned that Minnesota had no NVPs. I called my sister, Karen Connell, who lives in Minneapolis and told her she had to try this product and sell Arbonne. We set a date for me to come up and do a couple of Presentations and training events. The quality of people I met in those two days was amazing. I found two more business builders! It took me four more months before I promoted to Area Manager, but as soon as I hit Area, my team took off. Then, in mid-February, I got a call from a friend at my corporate job. My company had just announced a 200-employee layoff. I walked into the house with the weight of the world on my shoulders. My husband, who has always been my biggest encourager, hugged me and handed me a package from Arbonne. To my surprise and delight, it was my Arbonne license plate holder and a letter from Rita Davenport. It said that I was on the road to success and Area Manager was just a stepping-stone to RVP! My husband said, "Sweetie, it is a sign! You know how you are about signs!" The next day at work, we were all laid off! I packed up my office of five years and never looked back! The next month, I completed RVP qualification.

I am thankful that I had the foresight to build a business with Arbonne. I did not have to scramble for a job when I got laid off. I am thankful for freedom and choices. Arbonne has given me the freedom to choose. I choose not to be strapped down to a corporate job. I had the opportunity to potentially replace the income I lost within a few months of being laid off. That is unbelievable! Arbonne is an incredible company. If you are reading my *Eye on Arbonne* success story and have been wondering if this type of business is for you, I hope that that you will give it a chance. Give yourself a chance to have a full life. You will not be disappointed.

To my husband, Byron: When I told you that I was going to start an Arbonne business, you knew that something would have to give; but you did not just sit back and watch me work, you pitched in willingly. Even though you already did a lot of the cooking (on the grill),

Mari Burleson Knoxville team. **BACK, L-R:** Karla Quinn, Amanda Cieslukowski, DM LeeAnn Silver, DM Emily Noss, AM Brandi Himes and Mari. **FRONT, L-R:** Matt Noss, Shaun Shanks, Sean Mohr and Ron Silver.



Mari with ENVP Lisa Voorhies in front of the Mercedes-Benz.

you did not mind completely taking over the household responsibilities. You cleaned, cooked, grocery-shopped and did the laundry. Many times, you would tell me that you were the one holding this organization together! And I cannot argue with that. This moment would not have been possible without your help and support. Thank you so much for loving me.

To the two best sons a mother could ever ask for — Joe, who is away serving our country in Iraq, and Erik, who had to endure Byron's cooking: Thank you for your love and support. With only a few days left in qualification, Erik said to me, "Mom, if you do not make it this month you will next or maybe the next. Worrying about it is not going to change a thing and you need your sleep."

To ENVP Lisa Voorhies: Thank you for staying in touch with me, and for being right there when I decided to rebuild my business.

To AM Brandi Himes and Sean Mohr: Thank you for coming on board without even using the products. You just believed in me. You are the best, and I would not be here if it were not for you and your fabulous team of DMs and Consultants.

I want to thank our Minnesota group for all their hard work and dedication. To my wonderful sister, Karen: You introduced me to your wonderful friends, Barbara Steen and AM Linda Gergen. To AM-in-qualification Marcia Letourneau and all of our DMs: You are awesome. I know that you girls will take Minnesota by storm.

To DM Beth Smothers in Texas: I am fortunate to have you on my team! You embody the true spirit of southern hospitality.

To all of the Consultants working toward DM: Do not give up! You can and you will succeed.

Above all, I give thanks to God for making my life complete. I am grateful for the possibilities that are available to me and my family and friends.



DM Marcia Letourneau, DM Carole Schmakel, Patty Quick, AM Linda Gergen, Barbara Steen and DM Eileen White.