

## ALWAYS TELL THE STORY

All I can say is, "Wow!" My journey started in mid-April of 2005 when I met RVP Kristen Hornbrook at a meeting. She happened to be the guest speaker and the topic was self-talk. I was very impressed and spoke with her after the meeting. She had brought some samples of Arbonne with her and I left with a NutriMin<sup>®</sup> RE<sup>9</sup> skin care packet. Two days later, I noticed a difference and was ready to buy. My friend, Christa Archibald, was at the same meeting and decided to do the business after speaking with Kristen. We were talking about Arbonne while I was lettering her company vehicle in my sign shop. I had a lot of questions and wanted to see if this would be the business for me. Before the truck was lettered, I had scheduled an appointment to speak with Kristen and Christa to sign up as Christa's first business builder.

I had my totes to share with family, friends and business associates. I booked several Presentations to get a jumpstart with the business and did what Michael Clouse said to do, "Tell the story." I told the story to everyone that came within three feet of me, and guess what? They did not run away! I became very excited and knew this was the right business for me.

I became a DM quickly and thought to myself, "This is simple, Area Manager here I come ... I can do this!" For an entire two months afterward, I repeated over and over again to myself, "I am an Area Manager." During that period due to time limitations, I changed my business practices from holding Presentations to delivering totes. In September 2005, I promoted to AM without having any DMs on my team. I took the month of October to build my team and by



**lisa caron**  
Independent Consultant, Regional Vice President  
Lisa Caron Region; Hermon, ME

November 1st, I started telling myself, "I am a Regional Vice President," over and over for the next two months. In January 2006, eight months after I joined Arbonne, I became an RVP!

People ask me, "Why Arbonne? Why another business?" I say, "Why not!" I already have successful businesses with my husband, Pete (who, by the way, promoted to AM in January 2006). I did not look at this company as a risk, but as an investment and a way to get time back into my life, in order to enjoy my family and not miss out on the important parts of life. I have to say this was my *Why* at the beginning of my journey with Arbonne. That all changed in September of 2005. Without this change, I may not have had the

*continued ...*

Lisa, Brett and Jase at an airshow.



Pete, Brett and Jase with the float plane.



Brett, 11, flying over Isleboro, Maine.



## success strategy:

“ Talk to everyone within three feet of you and always offer the opportunity. ”

drive it took to get to RVP so quickly. Through my tears, I am going to tell you my real *Why*.

In September, my older son, Brett, decided to join a cross country team at his new school. Brett, unlike his younger brother, Jase, really does not care for sports, so this was a surprising choice to us. I was excited for him and planned on leaving my sign company early so I could watch him run. Do you know how many meets I was able to attend? None! The one time I planned to leave the shop, a customer came through the door and delayed me with questions for approximately 15 minutes. I would arrive to his meet only to hear, “Gee, I am sorry Lisa, Brett already ran. You missed it.” I kept hearing from the moms how special he was, it was heartbreaking! How polite and respectful he was, and that when he ran he made it look effortless, even in the pouring rain. He had potential and never complained. Everyone seemed to know this except for me. At that moment, my life values and my commitment to God, family and Arbonne intensified. Nothing was going to get in my way. I was going to be an NVP and retire by the end of 2007.

The reason I am telling you my *Why* is because I truly believe that “if your *Why* does not make you cry, it is not your *Why*.” As I write my *Eye on Arbonne* story, my younger son, Jase, who is playing chess in a tournament, has informed me of his first win today. I have been dabbing my eyes with a napkin and find I am not embarrassed when the other parents notice my eyes are red. I know this is where I need to be and Arbonne is what I need to do. My hope is back and now I tell myself, “I am an NVP — I just have not earned the potential to be paid as one, yet.”

I attended a Mercedes-Benz car presentation in Connecticut for RVP Phyllis Nelson. What I saw was love and hope on the faces of everyone who attended. This is what it is all about. It is not about us, or even about Arbonne’s exponential growth; it is about bringing hope and dreams back to all who have lost theirs, or maybe never had



ERVP Kristen Hornbrook, Lisa and NVP Cheryl Yesberger.

any to begin with. Arbonne is the right vehicle to drive everyone to their final destination ... life.

My Mercedes-Benz car presentation was on February 18, 2006. It was not just a celebration for me, but also for my family and team. Without the support of both, this journey would have been much harder.

To my husband of almost 23 years, Pete: I love you! Thank you for the patience and support you have given me. Thank you, also, for tolerating all the late nights, phone calls and meetings when I had to be away from you and our boys. Remember, we are just a step away from getting control of our life back.

To my boys, Brett and Jase: Thank you for your love and understanding. I will be with you at all your events!

To ENVP Susan Butcher and NVP Cheryl Yesberger: You both saw something in me and utilized my speaking talents to draw people into Arbonne. I have been able to share my story with your Nations and help them see that it can be done when we have a specific goal and a strong *Why*. Thank you for being such incredible role models.

To ERVP Kristen Hornbrook: You are the angel guiding me to where I need to go and answering all those phone calls, even after 9 p.m.! You have helped me explore who I am and have put me on the right path to being the best me. Thank you.

To the incredible ladies and gentlemen on this team: You all are future NVPs!

Lisa, DM Andrea Griffin, AM Kayte LaCasse, ENVP Susan Butcher, ERVP Kristen Hornbrook, NVP Cheryl Yesberger, DM Amanda Rudy and AM Kim Griffin.

RVP Cheri Nutting, ERVP Kristen Hornbrook, Lisa, NVP Cheryl Yesberger and RVP Phyllis Nelson.



NVP Cheryl Yesberger, Lisa and ENVP Susan Butcher at Maine’s First Area Manager’s Retreat in Freeport, Maine.

