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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

SUE CASSIDY

LIVING A DREAM LIFE

Arbonne Independent Consultant, National Vice-President
Sue Cassidy Nation; Fort Lauderdale, FL

I live a dream life. I have been with my husband, entertainer, David Cassidy, for 22 years. I am a successful songwriter, an author, an instrument-rated pilot. I have traveled the world, founded a children's charity and I have had the privilege of being a stay-at-home mom with our 17-year old son, Beau. So why in the world would I ever want to do this business?

Just goes to show you that you should put your "chicken list" away and start talking to people!

The truth is, I didn't think my life could get any better—but then, I didn't know about Arbonne.

When I started writing this *Eye on Arbonne* success story, it was only five months after writing my last one when I became RVP. Since then, seven other people on my team have become RVPs, including my dear friend, Caroline McFarlan—the first RVP in the UK—and my friend of 30 years, Linda Huntington. Our sons have been best friends since birth. I cannot describe what this feels like, only to say it is even better than being handed the keys to my own car by my sponsor, ENVP Aldis Higgins!

I really don't know how my success in Arbonne happened so quickly. I just decided that if I were going to do this business, I was going to go for it *big time!* I was the epitome of "ignorance on fire"!

It did not matter whether I understood the compensation plan or not. All that mattered was that I believed in these products and how this business could be a life-raft for people in a sinking global economy. Their lifeline was my mouth. All I had to do was open it.

I became an Arbonne Consultant at the end of June 2007 when my friend and sponsor, ENVP Aldis Higgins, gave me products for David's hands. He had been on a myriad of steroids and prescription medications over the years for a skin condition that no doctor could cure. Five days after using the Arbonne Intelligence™ Skin Conditioning Oil and Arbonne Intelligence Hand Cream, David's hands were completely healed!

After that, we Arbonnized our home and the whole family began using the products.

Once I put two and two together—watching Aldis' success and experiencing the personal benefits of the products—I made a call to a high school friend whose husband, Vaughn Feather, has been in network marketing for nearly 40 years. He made a literal fortune before the Internet and cell phones. I knew that if anyone could tell me about this company, he could. Vaughn said this to me: "Sue, you have to do this business! An opportunity like this comes



Sue and her husband, David Cassidy.

Sue with David and their son, Beau.





Sue at the 2009 NVP Retreat in Kona-Kailua, Hawaii with NVPs Jill Caputo, Aldis Higgins, Lisa DeMayo, Sheila Greene, Debbie Neal and Karen Lambert, and President Rita Davenport.



Sue with President Rita Davenport at Rita's home for ROAR.



Sue at UK NTC with the UK's first male RVP and England's first RVP, Gordon Fraser and his sponsor, ERVP Caroline McFarlan.

I missed ground floor opportunities in the past with companies like McDonalds, IBM, Xerox and Google. But I am not missing this one. It's a rocket ship going to the stratosphere! I'm on it and anyone who is willing is welcome to join me.

I have been blessed with the most remarkable team. I couldn't have wished for better people. To call this work is a joke! I am having so much fun that I feel like I am back in high school!

My wish for everyone who reads this EOA is to be able to love your life. To be able to choose the people who share it with you and to be able to go out in the world and make a difference. Arbonne offers that to anyone who is willing to say "yes".

I tell people. "Make your goals greater than your fears and you can live your dreams." I should know—it has happened for me and it can happen for you!

Special thanks to ENVP Aldis Higgins for introducing me to Arbonne. I *still* want to be you when I grow up! Your belief in Arbonne and in me is contagious. I will never forget end-of-the-month calls with you, and how patient you were and still are regarding my lack of "linear" thinking. I am forever grateful for your friendship.

Thanks to Vaughn Feather and his wife, my dear friend, Darryle, for giving me the reality pill of why I had to do this business and for encouraging me to take a leap of faith. Who would have dreamed 40 years ago that my high school friend would inadvertently be responsible for changing my life?

Thank you, ENVP Sheila Greene, for your support and your leadership. I have learned so much from you. I truly appreciate your friendship. Thank you for being so generous with your time and helping me through my continuous learning curve.

Thanks to my special "first" Consultants, who joined my team because of their blind trust in me—RVP Linda Huntington, Pat Casoria, Barbara Kaye, AM Joanna Harris, Vanessa Gold, AM Joy Triglia, EDM Stacy Farber and of course, ERVP Caroline McFarlan. "Wow," is all I can say!

And to each and every other person on my team, for going on this journey with me—your trust and faith in me gives me faith in myself. My commitment to you has taught me that I can do things I never thought possible. You are the reason I will never quit! Thank you all so much! I love you!

To David—your support and encouragement has been incredible. You believed I could be successful doing this long before I believed in myself. On days when someone said "no" to me, you were the one who kept me going. Thank you, my love. See you on the island! And *no*, you are *not* off the hook for jewelry! By the way, it's nice to know we have an insurance policy that you don't have to get sick or die for in order to pay off!

Beau...In the beginning you rolled your beautiful blue eyes at me and now you can't wait to look at my Webstats every month to see how big my check is going to be! I know how proud you are of me because everyone tells me so. One of the biggest parts of my *Why* is to set an example for you so that you can see that hard work and belief, along with trust and support, are what you need to succeed in life.

Speaking of support—thank you to the Arbonne VP Support team who is always there to help. Your motto, that there are no problems, only solutions, has become my mantra!

Finally, thank you, Arbonne, for making these incredible products and for giving us the opportunity to make such a difference in the world when it is needed more than ever.

Sue and her terrific UK team.



Sue being presented with the first International Leadership Award at NTC 2009 Las Vegas by President Rita Davenport and Chairman of the Board, Ira Kleinman.



Sue at her home with her beautiful white Mercedes-Benz.





Beau, starring in his high school play, "Rehearsal for a Murder."



Sue at her Mercedes-Benz car presentation with ENVP Sheila Greene, ENVP Aldis Higgins and members of her team from New Jersey, Virginia, California, Georgia and New York.

once in a lifetime. The only way you can fail is not to do it or quit." So, I launched my Arbonne business, and the rest is history.

All of this happened because I kept an open mind and allowed myself to envision *adding* something to my life, instead of taking something away. I began to see myself as an entrepreneur. I realized that I had an opportunity to build a business while building my self-esteem. I liked the idea of having more of my own money so that I would not have to go to my husband if I wanted to buy a "little something" every so often. Then I began to envision being able to "retire" him so that he could enjoy spending more time at home and less time on the road, all without changing our lifestyle.

Having worked for over 30 years in the music industry, I was fortunate to be very successful making lots of money writing songs for other people who sold millions of records. It was hard for me to imagine myself in any other profession. The *last* place I ever expected to find myself was owning my own network marketing business.

Now I believe I am going to make more money and find more personal satisfaction helping people one on one than I did in a lifetime of writing songs. And the best part is that I still write songs, only now I am also the CEO of my own Arbonne business with a significant additional stream of income! Now my old songwriting buddies are joining my business. We are having fun all over again, walking to the beat of our new businesses!

The timing of Arbonne entering my life was perfect. Our son will be going off to college soon and I was looking for something to give me a renewed sense of purpose.

At the same time, I was acutely aware of what was happening in the economy. One of the reasons I was able to approach people was because I could feel the uncertainty brewing out there and I believed I had a solution for someone who might be in trouble.

First, I had to get past my preconceived ideas about network marketing. The truth is that I had *no* idea what it was other than rumors I had heard from other people who also didn't know what it was. So I got educated. I didn't have to go to college for a number of years or invest a fortune. I went to the Arbonne University, listened to Learn & Burn™ Audio CDs and went to school with Aldis, Vaughn and ENVP Sheila Greene.

Possibly the hardest part of doing this was "getting over myself." Being married to a public person, I was afraid of what others' perceptions might be. That lasted about a minute and a half. I realized I had gold in my hand—not just for myself, but for anyone who wanted it and unless I shared it, it had no value. Once I made this about other people and got my ego out of the way, I understood for the first time that I was ahead of the curve instead of trying to catch up to it. My attitude about what I was doing changed. And it all starts with attitude!

In the beginning, I made the mistake of trying to sell it because I was so excited. Then I softened my approach. I started offering a taste of crème brûlée instead of trying to shove it down peoples' throats. Isn't it funny how every person who said "no" to me in the beginning—yes, that hurt—has now joined my business?

Because of my decision to get out of my comfort zone and try something new—I feel new. Now I have a whole new life with new friends and a new business. I have a new zest for life and a husband who thinks I am a genius! All this because I decided to listen to my own voice instead of all of the other voices that told me I was crazy. "I decided not to listen to anyone less successful than me or more screwed up than me," as Arbonne President Rita Davenport says.

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Sue and sponsor, ENVP Aldis Higgins, before going flying in Sue's airplane.

success strategy:

“ Make your goals greater than your fears and you can live your dreams. ”