

LIVING A DREAM

I grew up with the concept that network marketing was not the greatest industry to be involved in. When I heard about Arbonne, it took my mother — the person who instilled my belief about network marketing — to persuade me to look at Arbonne. She asked me to consider the opportunity because she believed that this company was different than the others she had spoken about my entire life. I was very hesitant, but also intrigued. My mother had no interest in the business, but thought that it might just be right for me.

Before Arbonne, I had already realized I was not in my field of choice, I just did not know what my field of choice was. I had changed jobs in corporate America about every two years since graduating from college. I could never find the “right” job. Every time I started a new job, I thought “this is the perfect job for me,” but like all the other jobs, it never turned out that way. I had always dreamed of working from home or owning my own business, and being my own boss. When I first heard about Arbonne, the opportunity sounded too good to be true, but the more I learned, the more I realized just how great of an opportunity it is. So, in August of 2003, I continued with my job in corporate America, while I started Arbonne to see if, just maybe, it would turn out to be exactly what I had been seeking for so long.

A week or two after hosting my first Presentation, I went to a meeting three hours from my home, where ENVP Cecilia Stoll spoke at the closing. I will always remember a question she asked the audi-



melissa cole

Independent Consultant, Regional Vice President
M. Cole Region; Plano, TX

ence: “Have you ever felt like you were called to do something great?” I do not remember anything else she said because all I could do was think that I needed to do something more than I was already doing. My mind started racing. Thanks to Cecilia’s inspiration, I knew I had to get more serious. I had so many fears to work through to get started with this business. I did not even want to walk down the aisle on my own wedding day in fear of all our friends and family giving me too much attention, so you can only imagine how I felt the first time I picked up the phone and how I felt the day of my first Presentation.

Another obstacle I faced was the fear of starting another “job” that I would not enjoy. However, many of my friends told me that they had never seen me so excited about anything, and were so happy for me to have finally found something I truly enjoyed. That gave me the confirmation I needed. The next confirmation came when I completed District. At that point, I decided there was no turning back and made a commitment: I was going to do this all the way, no matter how long it took. My new-found enthusiasm helped me complete Area in just six months from my start date, where I remained for longer than I expected, not understanding why I was not moving forward.

continued ...

Melissa with her husband, Jason.



success strategy:

“ When you believe, you can achieve things you never dreamt possible. ”

In August of 2004, still facing many of the same fears, I attended our Area Manager's retreat. Months ago I had made the commitment, but at the retreat I realized why I was stuck — I felt like I did not deserve this, I did not believe. However, that weekend when I realized this was not just for my own pleasure, I knew I would not fail. When I truly believed, I was finally able to take a leap of faith and carry out the actions necessary to build a Region. I finally understood my answer to Cecilia's question and how Arbonne is the vehicle that allows me to do it, changing lives and helping others to achieve their dreams.

I had many events along the way that could have easily made me quit. There were many days I felt this business was too hard, that I should just give up. But each day I convinced myself to press on by thinking back to why I had started this business in the first place — there are so many reasons! I wanted to prove to myself that I could do this and complete something I had started. I wanted to be my own boss and work from home. I wanted to help my team achieve their dreams. I wanted to be able to give more money and time to my family and society. I wanted my husband to be able to retire at an early age and be able to live out his dreams. These are the things that drive me to persevere each and every day.

This business is hard work and emotional, but it is well worth the short-term sacrifices. And, this is only the beginning. Along my journey, my husband reminded me of what someone once said about missing 100 percent of the shots we never take. I took that sentiment to heart. With this, I now know I cannot just sit back and see what might happen, which was my attitude in the beginning. I must do my part by taking action. I am so excited to see what else the future has in store for our team.

I owe so many thanks. To everyone at the Arbonne Home Office: Thank you; the integrity of the people there, the products offered and the business plan is great. The more I learn the more I love this company. To ENVP Ann Wandishin: Thank you for introducing Arbonne to my family. You will never know how much I appreciate



DM April Terrell, DM Kate Gasch, D'Anch Allen, EAM Amy Wortham, Melissa, DM Cheryl Muluancy, DM Marla Couch and DM Andrea Allen.

all of your time and encouragement. Your leadership and excitement have inspired me. To my sister, Jennifer Smith: Thank you for going out of your comfort zone and starting this business with me. For without you and mom sharing this opportunity with me, this journey would have never begun. I cannot wait for you to reach RVP. To my family, mom, dad, Stephanie, Matt and Ashley: You have supported me the entire time and it has meant more than you will ever know. I could not have done this without you; thank you. To ENVP Gina Ballew: Thank you for encouraging me along the way. You too have inspired me in more ways than you know.

To my Region: You all are so awesome. To AM Amy Wortham: Thank you for starting this business with me and sticking by my side. To DMs, Amy Ebert, Andrea Allen, Angel Perez, April Terrell, Cheryl Muluancy, Debbie Hayden, Debbie Wagner-Johnson, Jane Mansfield, Kate Gesch, Marla Couch and my mom: Thank you for all of your time and hard work. I am so excited for all of you and cannot wait for you to go Region. I know you all can do it!

I would also like to thank every friend that supported me in this business. You all have been such a blessing. Thank you for everything you have done. Thanks to every host that allowed me to come into their home and share Arbonne with them.

To my husband, Jason: Thank you for your belief in me, even when I myself did not believe. Thanks for the help you have given me, including telling your friends about the products and selling. You have been supportive and excited about my business the entire time. Thank you for all of the sacrifices you have made to allow me to reach this goal. You are more than I could ever ask for. I truly have been blessed.

REGIONAL VICE PRESIDENT

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



LEFT: ENVP Ann Wandishin, Melissa and ENVP Gina Ballew.

BELOW: Melissa with DM Jane Mansfield, DM Angel Perez and sponsor, sister, Jennifer Smith.



Melissa and some of the members of her team.

Melissa and her husband, Jason at the Mercedes-Benz dealership.



ARBONNE[®]
INTERNATIONAL

EYE ON ARBONNE | FEBRUARY 2005