

A professional headshot of Dana Collins, a woman with long, wavy brown hair, wearing a dark top. She is looking directly at the camera with a slight smile.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

DANA COLLINS

WHAT A DIFFERENCE A YEAR MAKES

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One year ... What can you do in a year? Where would you like to be next year at this time? What is your vision for your business? As Regional Vice President Kathy Lutz says, "What is your purpose in this?"

In August of 1999, I was an Area Manager, stagnant and struggling, when Executive Vice President Stian Mørck made a trip to Baltimore to show my team what an opportunity Arbonne presented. Only one year later, in November of 2000, we became a region. Five months later, at last year's NTC in March 2001, Petter Mørck looked me straight in the eye and said, "I see a National Vice President."

Though taken aback, I wondered at that moment, "Is it possible? Could I really become a National Vice President?" Ironically, later at that meeting one of my Area Managers, Sandra Hicks said, "Wouldn't it be fun to come back next year to NTC as a Nation?" Her asking that question led me to answer my own question, and I decided, "This is possible." From that point on, I had a vision and a goal. One year later, we are a Nation, just in time for NTC Long Beach! One year.

When I started with Arbonne six and one half years ago, my purpose was to make enough money to stay home with my children. My husband, Scott was resistant to my decision at first, because I had been offered an opportunity in a corporate position to make a substantial income. However, I knew (because my mother pointed it out to me) that this corporate situation did not support what I wanted in life ... to be a stay-at-home mom. Taking the corporate job would not support the goals my husband and I had for our family. My husband, however, did not see the vision that I had of what Arbonne could do for our family.

You see, we had just moved from Seattle to Baltimore. In doing so, we were both unemployed for several months, we had paid for the entire move and we had created enormous debt. My timing for starting a business could not have been worse. But I had a vision. By keeping my vision in front of me, and committing myself to do this no matter what, (and



Dana with Phoebe James at Rita's A.M. Challenge.



Some of Dana's team at NTC 2001 Hawaii.



L-R: Deana Wilkinson, President Rita Davenport, Kathy Lutz and Dana at Kathy's car presentation.

Nation's "Wellness Day" with Dana and L-R: Angie Sears, Bonnie Woody, Susan Evans and Lori Braxton.



after turning down the corporate "job", I recruited my recruiter into Arbonne and effectively burned my bridge with the best sales recruitment firm in my area!) I was able to reach my first goal: Have enough of an income stream so that I could be home without financial stress.

Soon, Scott and I were blessed with our first child, Jack. For those of you who have met Jack, you will know what I am referring to when I say that Jack required a lot of me. Quite frankly, I did very little with Arbonne during his first year of life. Shortly after his first birthday I became pregnant with my second child, Grace. Quite honestly, I was not sure how I was going to continue with Arbonne while raising two small children. Then Deana Wilkinson, my coach and mentor, said to me, "You must re-evaluate your 'Why' several times in this business." Your "Why" is your purpose and goal. I took Deana's advice and soon realized that I had achieved my original goal and no longer had a "Why". However, I was still working my Arbonne business to some extent.

So what kept me going? It dawned on me that I was hoping to make enough money to give my husband more options with his career. Scott was working for what I refer to as, "the evil empire." This "evil empire" kept my

husband out of town five days each week. His boss had the nerve to tell him that on his two days in town, he was spending too much time with his family. I wanted to bring my husband home! I could not continue to hope something would change ... I needed to commit to making a change possible.

Once I was clear about my "Why," I was able to create income goals. Based on those income goals, I knew what kind of volume I was going to have to create. I also knew that I had to commit to doing whatever it took. So I did.

As Rita says, "If you have the desire for something, God will provide the opportunities to get you there." This is true. Within a few weeks, I met Kathy Lutz. Had I met Kathy earlier in my career, I would not have offered her the opportunity. Why not? Because she intimidated me. Kathy is a strong, dynamic, successful and direct person. Kathy would have needed me to be more than I was willing to be at that time. However, when I did meet Kathy, I was willing to be more, because I was committed to doing whatever it took to meet my goals. I knew that I

continued ...

success strategy:

“ I am amazed at what happens when you hold people to their goals and highest expectations. ”

L-R: Dana's husband Scott, Dana, Carey Conley, Kat Collins and Dawn Frank.





Below: Sandra Hicks, Rita, Dana and Phyllis Hyde at NTC 2001 Hawaii

needed to find strong, capable leaders to reach my goals, and to help bring belief to the leaders already working hard on my team. I needed to be willing to grow personally to attract strong people and be a better leader for those already building their businesses.

Thankfully, Kathy said "Yes" to the opportunity! Based on her goals, I told her exactly what she needed to do to get started. I gave her a plan of action and told her that this plan of action is what I expected from her. In exchange, she would have my undivided time and attention. I told Kathy that she needed to do six classes in 30 days and that I would work with her for the full 30 days.

Kathy did what I asked! Soon the managers working here saw how quickly Kathy was moving and they started to implement the six-class system. We started to see people moving very quickly into district, area, and now region levels. Susan Evans, new RVP created a region in only one year. This created the belief and evidence that this approach works, and that anything is possible with a plan, a vision and a willingness to hold the bar high for those who want to make this business work in their lives. What a disservice it is to let people "off the hook" in working toward their dreams and goals.

I am grateful that Deana helped me find my dream and held it out for me. Today my husband has started his dream job as a Financial Advisor. He is at home and in control of his schedule.

I am grateful to my team for their hard work, commitment and a ringside seat in watching their hopes and dreams become reality. It is a privilege that I do not take lightly. You inspire me to be more every day – Regional Vice Presidents Kathy Lutz and Susan Evans, Area Managers Lori Braxton, Judy Delinno, Sandra Hicks, Phyllis Hyde, Barbara Kolby, Mary Neal and Angie Sears.



Dana at her RVP Mercedes-Benz car presentation in 2001.

Candee, Rita and Stian thank you for your leadership and amazing integrity. This has created a phenomenal corporate culture. James and Gina, our customer support rules!

Thank you to my beautiful children, Jack and Grace, for giving me the reason to take this chance and make this commitment. You make each and every day special, and each goal I achieve more meaningful.

Most of all, thank you Scott. Without your encouragement, support and confidence, none of this would be possible. You have never complained about the fur balls in the corner that look like extra cats or the dirty laundry. You have just picked up the slack. I love you.