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INDEPENDENT CONSULTANT,  
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CODY FARMER

# THE SECRET IS MAKING A DECISION

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What is your biggest dream? If tiling the bathroom or taking a vacation every five years came to mind, then we need to talk! As children, we dream of big things like flying planes, traveling around the world, having huge families, helping the poor, healing the sick, putting out fires and more. As adults, we often seem to push through the days just to pay the electric bill, buy soccer shoes or fix the water pump on our 5-year-old car. Our dreams go from discovering distant lands to covering the minimums on our many credit cards.

Not until Arbonne entered the picture was I able to really dream big again. How do you ask? With Arbonne, I was provided the best products and opportunity.

When I began to promote in Arbonne, people started thinking I had a special ingredient they did not have, a secret they longed to possess. Little did they know that the secret lies within them, which is their ability to decide to change their lives, no matter what it takes. The special ingredients that complete the recipe for success are belief and commitment.

What do you desire? Do you dream of having the freedom during your day to spend time with your family; the potential to have freedom from financial stress, to buy a new home and consider retirement; the potential to take a vacation when and where you want, or freedom to potentially pay off all your debts? Arbonne can potentially be the vehicle for you to gain what you want. After you make the decision to go for it, no matter what, stick with a system and teach your team to do the same. Duplicating yourself is your most important job as a leader in this business. Doing this happens when you keep your system simple and easy to follow. Then, train your people to do the same with their teams and so on!

You often hear that VPs have heard, "no!" more often than everyone else. That is what makes them VPs. I believe this is true. It also seems we hear the same excuses more often. What sets people apart in this business is how they choose to see the obstacles in their lives. For example, I hear some people use their children as their *Why* for building a business, while others use them as the reason they "cannot" build a business. I have seen women with five children go for it and make it, while other women with only one child use motherhood as an excuse to avoid going for it. The question is what do you want for you and your family's future? Do you want to be away from your family 40 hours a week their whole lives, or would you rather work diligently and create a business that allows you to plan around school schedules, sports and such? Truly, the choice is up to you! Determine what your excuse or smokescreen will be and decide if it will be a motivator or a deterrent. Whatever the excuse, I have probably

Cody's mom, RVP Cheryle Harms and family with the white Mercedes-Benz.



RVP Michelle Bellard and Cody.



Cody with her "boys," Wyatt and Ringo.



The Michelle Ballard Region.



The Cody Farmer Nation AMs at an AM retreat in Tulsa, January 2006.

heard it before ... excuses like, "I do not know anyone I can sign up," "I am too old to do this," "I am too busy to add another thing to my plate," or "I am afraid to do something I have never done." I share these with you so you know that if you are hiding behind one of these, you can conquer it. Remember, you are not alone. Will you choose to rise above the reasons why you cannot change your world? I hope so!

In the beginning, I did the business because I wanted to have some financial security for the future. Three years later, it has gone from our plan B to our plan A. When I started my business, it was one of three jobs I was doing at the time. I looked forward to the day it would be the only job I work, and that day has come!

A year-and-a-half ago, there was a point I almost quit Arbonne. I was an Area Manager with several AMs in one SuccessLine. Due to family tragedy and moving, I became very tired, both physically and emotionally. I started to look into opening a clothing store. I found a location, an investor and started planning what lines I would carry. Then I realized it would take me years to potentially replace my current Arbonne income and would have to be at the store day in and day out. That was my "aha" moment. I realized I wanted freedom, not more restrictions that come from opening a business, and investing daily attention and a significant capital! So, I recommitted to my Arbonne business and two months later, our team went into qualification for Region. I shudder to think I would be opening and closing that store (if we were able to beat the 80 percent failure rate) every day had I not chosen to build my Arbonne business.

What changed that enabled me to go from Area to Region? I decided. It was all in the decision. People can feel if you are committed, or just "trying it out." If you are going all the way no matter what, people can

feel that. After going Region, getting to Nation was all about helping my team grow, learn and build. We disciplined ourselves to follow a system and stick to it. You do not do yourself, or your team, any favors by changing back and forth between methods of operation. Pick one and go for it! Be willing to grow your system, but stick with it.

Every person reading my *Eye on Arbonne* story has a choice to make: Either keep the status quo in your life, or create a new future. What do you want your tomorrow to look like? What are you willing to do to make it happen? At a recent training, NVP Jackie Mammen made a life-changing statement that had a deep impact on me. She said, "If you do not like where you are, change it! You are not a tree." Since then, I have welcomed change in my life and it has made all the difference!

I want to thank God, Whose love is unchanging, for grafting me into His family! He is my biggest *Why* and my how.

To ENVP Carol Egleston: Thank you for being my friend for so long, and never giving up. I believe your prayers got me into this business. You are my friend, mentor and one of my favorite people in the world! Thank you for your truth and love.

To ENVP Cindy Pipkin: Thank you for blazing the trail, and for having a kindhearted and loving spirit. You shine with peace!

To RVP Cheryle Harms: You are my mom. You are our Papa Cheryle. Your willingness to train, and teach me as a child, has equipped me for today. Thank you for loving us more than yourself and for nurturing us into competent adults. Doing this together is a treat!

*continued ...*

## success strategy:

“Decide to go for it, follow a system, stick with it and teach your team to do the same.”



L-R: RVP Michelle Ballard, RVP Julie Wood, Cody, RVP Cheryle Harms and RVP Krystie Brinkley.



AM Paula Buckmaster, AM Jami Young, RVP Julie Wood, Cody, AM-in-qualification Shonty Schulze and AM Shannon King.



RVP Cheryle Harms and AM Mica Duncan.



BACK, L-R: DM Melba Hendon, RVP Krystie Brinkley and Cody. FRONT, L-R: AM Beth Keller, DM Andrea Leonard, DM Paula Cornwell and AM Debbie Cornwell.

To RVP Michelle Bellard: We have known each other since we were kids, and I have always loved your dedicated spirit. You are not afraid to learn and grow. You are so smart, fun and quick to learn. I admire all you are!

To RVP Krystie Brinkley: You are the reason I jumped back into building my business a-year-and-a-half ago. Your enthusiasm and excitement rekindled my determination! Thank you for the wake-up call. Wahooo!

To RVP Julie Wood: You went into qualification for Region after only nine months. Wow! You radiate with love, compassion and joy. You impact the lives of women with truth and kindness. Your friendship is a jewel, just like you.

To RVP Amy Hunter: Two years ago you said, "yes" to the product and "No! No! No!" to the business. I am so glad you changed your mind last January. What a difference a year makes.

To AMs, Mica Duncan, Melissa Gault, Paula Buckmaster, Shannon King, Becky Shima, Tammy Warkentin, Jami Young, Laura Wood, Teri Williams, Marchelle Conway, Kim Youree, Kim Manning, Beth Keller, Debbie Cornwell, Pam Bowman and Keeli Harley: You all are one step away from RVP! I enjoyed spending time with each of you at the Area Manager Retreat in Tulsa. I know you will all be attending as RVPs next year!

To all of the DMs and DMs-in-qualification: Your life can change drastically in the next 12 months. Keep going and believing!

To VP Support: Every time I call, I am struck by what fun, neat and smart people we are so fortunate to work with daily. Without you guys, I would pack up and go home! You are a treat and a joy. I look forward to seeing your faces this fall.

To our Home Office staff: Your integrity and vision in creating the products and the business are the foundations to all of our successes! You go above and beyond the call of duty. The stability and wisdom you all bring to the table have made this the opportunity of a lifetime. Thank you!

To my dear husband, Drew: Before you, I never knew someone could love me just how I was created. Thank you for supporting me 100 percent! I adore you.

To my dad, Terry Harms; Allyson Adams; Granny Martha; my other mom, Lynda Farmer; Allyson; Haley; Kari; Miranda; Kristy; Ringo and Wyatt: You all have supported me, even when you thought I was nuts! Thank you for being consistent and true.

What are your dreams? If you had a paintbrush, what would your future look like? What are you doing today to have a better tomorrow? The only thing that will bring about that change is for you to decide that it will be different. You can do this. Decide no matter what and never look back! Smiles to you all. I hope to see each of you here very, very soon!

L-R: Kathy Floyd, AM Marchelle Conway, RVP Amy Hunter, RVP Cheryle Harms, AM Teri Williams, DM Tiffany Williams and DM Celia Thompson.



L-R: EDM Maxlyn Edwards, DM Brenda Ruyle, RVP Cheryle Harms, Cody, RVP Amy Hunter and Ashlee Kennemer.

