

A close-up portrait of a woman with short, layered blonde hair, smiling warmly. She is wearing a dark red, textured sweater and a necklace with a small diamond pendant. The background is a dark, solid color.

eood

EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

ANN FORRESTER

A WINNING BOOK

Independent Consultant, National Vice President
Ann Forrester Nation; Jenks, OK

How many times do you pass up a book because of the cover? Do you reach for books that have just the *right* cover? How do you know if you are passing up a beautifully written masterpiece just because the cover is a little dull, worn or maybe too colorful? You have no way of knowing what you are missing unless someone else reads the book and tells you of its magnitude, or you take a chance.

Do you do the same thing in your Arbonne business? Are you passing up potential business builders or Clients because of their cover? Do you give the excuse of, "She has the perfect life; she does not need Arbonne," or "She is too busy to add another thing into her life?" If you have thought or said any similar statements, then you are judging a book by its cover. In your Arbonne business, you could possibly be limiting the growth of your business and will never know what might have been with those individuals.

I want to encourage you to offer this amazing business to everyone. Do not judge a book by its cover. Thank goodness my sponsor offered it to me when others would have passed me up because of the life I was living. She did not prejudice me because I stayed home and already drove a white Mercedes-Benz. She offered the opportunity to me, just like she did to everyone.

When I was introduced to Arbonne in 2002, I was living the perfect life. I stayed home with my two cats and dog, shopped every day and had redecorated my house from top to bottom. I was already privileged to drive a white Mercedes-Benz, and my husband's income was wonderful. Many of you might have thought I did not need Arbonne. However, I needed more. I wanted something to do with my time and something to be proud of, so I hesitantly started my Arbonne business. I had never attended a Presentation and had no idea how to do this business, but my husband, Todd believed in network marketing and kept encouraging me to try this business.

I believe that people choose to do Arbonne for one of two reasons: *Inspiration* or *desperation*. When I started my business, it was out of inspiration. I could not come up with 21 reasons *Why* to do Arbonne. So I tried to come up with 21 reasons *Why* not to do Arbonne. I could not do it. I would get three reasons down and realize they were shallow and meaningless so I would get off the couch and book Presentations. I promoted all the way to Area Manager on my *Why-not* theory. This is where my inspiration turned to desperation.



The Forresters. Todd, Ann and Sam.



Three generations of Arbonne Consultants: Grandmother, Bernice Pettit, Ann and mom, EDM Debbie Petersen.

NVP
ann
forrester



Ann with sponsor, ENVP Stacy Thorn.

Ann with her first RVP, Sheridan Vaughn.

Ann, with son, Sam and Arbonne President Rita Davenport at NTC 2004 Texas.

My husband and his family own a construction company and due to declining insurance prices, the profit margins for the company were drastically cut, along with our personal income. We began to need what I had the potential to earn with my Arbonne income. Thank goodness I had started my Arbonne business when I did because the work that I had put into my business was giving me the potential to earn a nice paycheck when we needed it most. I was beginning to create my list of *Why* to do Arbonne. In March of 2003, we found out we were expecting our first child. This little discovery changed everything. I now had a big *Why* to do Arbonne; it was not just big, it was huge. I wanted to stay home with my baby, and I wanted to be able to afford the same lifestyle we were used to living and have my husband home more often. So, not only did I have a reason *Why*, I also had a goal date for hitting Region. I needed to be Region by November 2003. I began working and getting into action to reach my goal. On October 18, 2003, 11 days before my son, Sam was born, I completed Region.

It was now time to set my goal to go Nation! How exciting and surreal to be planning on Nation after just two-and-a-half years in the business. I wanted to hit Nation one year after hitting Region. My plan was to hit first step in August 2004. Well, August came and went and I did not hit my goal to go into qualification for first-step Nation. Having missed my goal, I was discouraged. However, I learned an important lesson. You cannot give up on your goals; you simply get up, dust yourself off and work hard to meet them. In September 2004, my Nation went over our goal. We grew a lot in a single month. I was going to reach my goal of Nation by November 2004 and it was going to happen in two months. I com-

pleted qualifications for Nation the day my son turned 1! What a gift and celebration my family had that day.

The past year has been amazing. We have been able to move into a home larger than we ever expected and now that white Mercedes-Benz is from participating in the Mercedes-Benz Cash Bonus Program. I have been able to see my son's first smile, hear his first word and see him take his first steps. My husband is able to stay home more often with us. All of this is due to the Arbonne opportunity and to my absolutely amazing team.

To my sponsor, ENVP Stacy Thorn: Thank you for your encouragement, love and belief. Thank you for allowing me to help train from the beginning; it gave me a feeling of importance and leadership. I adore you and thank you for your friendship.

To my RVPs, Sheridan Vaughn, Amy Rudkin Burd and Jennifer Winton: Thank you! I am so stinkin' proud of you and what you have done in such a short period of time. You humble me and bring me to my knees for thanks and blessings. I could not be here without you and your amazing leadership. I love each one of you so dearly. Words *cannot* express my gratitude.

continued ...

Ann's *Why*:
Husband, Todd and
son, Sam.



success strategy:

“ You might be surprised and just see your business explode when you offer this opportunity to everyone you come in contact with daily. ”



RVP Amy Rudkin Burd and Ann at NTC 2004 Texas.



Ann and new RVP Jennifer Winton.

To my team of amazing Managers, Consultants who purchase product at a discount and Clients: Wow, you are the lifeline of this Nation and I appreciate everything you do to help. Whether you order \$10 or \$10,000, you are important to this Nation, and me. I hope that all of you will continue to believe in yourselves because you know that you too will be a Nation.

To my mom: Thank you for raising me to be the woman I am today. I *decided* to be a Nation when I started two-and-a-half years ago and believed I would accomplish this because of how you taught me to think, believe and act. I appreciate your friendship, love and support.

To Todd and Sam: The most important people in my life. I adore you and love you with all of my heart! We have done this together and this is just as much yours, as it is mine! Thank you for providing me with a reason *Why* to do Arbonne. You have given me the support to reach my dreams. Now it is time for you to start dreaming and do what you want!

I must thank God for this life. I only hope that I will do with it what He desires of me and I pray that I make Him proud. Thank You for this amazing journey!

Please do not judge a book by its cover or a person's desire to become a part of Arbonne. Do not try to decide whether or not someone wants this amazing opportunity or not ... let him or her decide! You might be surprised, and just may see your business explode when you offer it to everyone you come in contact with daily. We all have dreams and we have needs. Arbonne fits into everyone's life. It is yours for the taking so take it and run with it! Do it out of *inspiration* before it turns into *desperation* and you do not have a choice

Pick up every *book* you see because you just might be surprised at the ones that are winners!



Ann with members of her Texas team.



FAR LEFT: Members of Forrester & Co. Tulsa team.



LEFT: Ann with members of her Iowa team.