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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

**DAWN FRANK**

*"Success is making a positive difference in  
how people look, feel and enjoy life."*

# A FRANKLY FABULOUS LIFE



It is exciting to be part of something big. The sheer power of sharing in something that allows you to improve the lives of people everywhere is reflected in every Arbonne Consultant's positive demeanor. Like a domino effect, when one person benefits, they cannot help but "pay it forward." Arbonne is a company comprised of individuals whose lives have been richly enhanced in so many ways through their experience with the products, the business opportunity and the relationships they forged with the most positive, upbeat group of people you will ever find. It is so evident when you see someone you work with get passionate when educating others about the choices they have when it comes to skin care or hormone health or when you witness a Consultant strive harder to build their ideal business. You feel as if you are living in a dream that never ends. It is even better when you realize that you get to share in other people's hopes and dreams, too. How can one express the feeling of such joy? That is the effect Arbonne has.

This is what intrigued me right from the beginning and has never failed to inspire me. The interesting thing is that I was not looking for a company like Arbonne — somehow, some way it found me. And I will never stop counting my blessings that it did. You see, I was already involved with another direct sales company, and was happy and successful in a business of my own. When Arbonne came along, my first thought was that it would be the perfect opportunity for my sister to get a business

going, because she was the beauty expert in the family. What began as a scouting report for my sister evolved into an amazing opportunity for me. That first, true realization of what was possible with Arbonne kept me up all night planning strategies and assessing the possibilities. I remember when it was just the three of us — Debbie Knurek, Robbi LeRoy and myself — throwing out ideas and setting goals at my kitchen table 11 years ago. It never fails to give me goose bumps when I explain the SuccessPlan, as it did back then.

Arbonne's genuine influence on my life continued uninterrupted even through an absence of three years. In June 1992, just a little over a year after starting my Arbonne business and promoting to Area Manager, we moved to Switzerland. Though we enjoyed our travels and even expanded our family by one son, my heart was with Arbonne. On returning and settling at home again in 1995, I discovered that all my business files had been lost in the move! Everything I had established that first year of building my business — Client and Consultant information — was gone. I was down but not out. After all, I now had a toddler as well as two teenage daughters to provide for. I re-signed with Arbonne, went straight back to the drawing board and started building my business back up all over again. This time it only took me six months to achieve Area Manager status. Despite losing my valuable business files, I was fortunate enough to have former Clients seek out and find me. That testifies to the staying power of Arbonne products.



**(Right to Left)**

Woo woo! Dawn enjoys her new Mercedes-Benz back in 2000.

Dawn and her best guy, Dale ... with Hawaii on their minds.

Dawn's daughters Traci and Kelly with son Colin.

**(Bottom Right to Left)**

She plays hard too (NTC 1999 Las Vegas Toga Party): Liz Manela, Cathy Tyler, Colleen Hohendorf, Rochelle McLeskey, Dawn, Debbie Knurek, Pat Swarhout and Barb Armstrong .  
"Networking": Beth Slack, Dawn and Debbie Knurek.

It hardly seems as if any time has passed from when I first began my business, to when I took a three-year sabbatical from it, to my return and re-establishment as an Arbonne Consultant, and ultimately to my advancement to RVP. The journey has been such a joy!

There are a few things I learned along the way that I attribute to my success. The first and most indispensable rule to live by is: Always be positive. Even when things do not go as expected, look for the meaning or the lesson to be learned from your current predicament. Never, never be negative. There is no time for being negative when you are busy getting a job done. Just remember, everyone wants to be around a positive person because positive people generate positive energy. And positive energy is what gets you going in the right direction — forward.

The next rule of thumb is: Focus on a goal. If you're moving forward, it is in your best interest to have a destination. Having a target to strive toward accelerates the

momentum you have started. Do not worry about someone else's sales, sponsoring or promotions. Building your business one Client at a time, one Consultant at a time will serve your interests more than you will ever know.

Another companion to the previous rule is: Maintain a high level of commitment and accountability. You cannot possibly hope to retain any kind of business, let alone repeat business, if you are not committed to your business efforts or accountable to your Clients. Commitment and accountability means that you strive to be true to your word — whether it is given to Clients, team members or even to yourself.

Last but certainly not least, another crucial rule to live by is: Treat others as you would have them treat you. All anyone really expects is to be treated with common courtesy. Besides, you are more apt to be taken seriously if you treat others with genuine respect. Generally, most people reciprocate the action. Your suc-



cess is dependent on how well you treat others — friends, Clients, team members or strangers.

In this company, there is so much knowledge and experience that is ours for the asking! I have had so many hands reaching out to guide me, to teach me and to lead me. It is my sincere privilege to have knowledge and experience that I can in turn “pass forward.” It is out of gratitude to all those who were instrumental in my own education and success that I do this. Ann Cullum was there from the beginning, always only a phone call away. And who could ask for better role models that Rita Davenport, Deana Wilkinson, Phoebe James or Donna Johnson? Of course, despite all the available help and resources, you must be willing to be an open book in order to absorb all the lessons. As for myself, I attend everything within a two-hour radius and NTC is a must. Learn the basics and then sponsor someone who knows more than you. It will be an eye-opening experience. Imagine if Arbonne were to disappear tomorrow, how much richer would we all be just in personal development alone!

Educating others, whether they are Clients or up-and-coming Consultants, is just as important as anything else you do to build your business. It is also the first step in building a solid belief in the product quality, the company’s integrity, and the business opportunity’s viability. I am extremely proud to represent a company that will settle for nothing less than the best.

I feel privileged to work and build my business alongside many talented and inspiring friends. I owe much acknowledgement to those who were there to lend a helping hand when I was at the formative stage in my business. To incredible leaders like ERVP Debbie Knurek, RVPs Cathy Tyler and Barb Armstrong: You never cease to amaze me with your collective energies, kindness, spirit and commitment. To AMs Cindy Miller, Barb Gerber, Kathye Poling, Rochelle McLeskey, Janeen Sullivan, Genevieve Skory, Denise D’Alfonso, Barb Vacketta, Stephanie Swaney and Sandy Vacketta: All of you lead by example and are brimming with enthusiasm and fresh ideas that you are willing to share as we grow. There is electricity in the air when we are together doing trainings and it is contagious!

Of course, there would be no Region without the extreme patience, love and endless support from my wonderful husband, Dale. I thank you for understanding my fervent commitment and being the rock I depend on. To my beautiful daughters Traci and Kelly, and my son Colin: You have all grown up with Arbonne as a household word. Thank you for always being my most supportive cheerleaders.

This endless dream is a living reality and I am so fortunate to be right in the middle of it every day of my life. *Frankly*, my dear, it is simply *fabulous*.

**(Right to Left)**

Three Areas and Arbonne Founder, Petter Mørck: Barb Armstrong, Debbie Knurek, Petter, Cathy Tyler and Dawn (Now all VPs!)

Dawn with ENVP Deana Wilkinson



**ARBONNE®**  
INTERNATIONAL