

A portrait of Tracey Gatchel, a woman with short, wavy, light brown hair, wearing glasses and a black ribbed top. She is smiling and wearing a silver chain necklace with a heart pendant. The background is a plain, light-colored wall.

eood

EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

TRACEY GATCHEL

# THE MAGIC OF THIS OPPORTUNITY

Independent Consultant, National Vice President  
Tracey Gatchel Nation; Hellertown, PA

Eighteen months ago, when my friend and massage therapist, ERVP Elizabeth Sanchez, first introduced me to Arbonne, I had no idea the life-changing impact it was about to have. It started with the products and within 24 hours, I saw a noticeable difference in my skin. I was hooked on the products but did not understand the opportunity. Although I did understand a discount, I knew that I wanted to continue using these awesome products. So, I signed up as a Consultant to purchase product at a discount.

I am so grateful to Elizabeth for continuing to drip on me, even after I told her I would not have a Presentation. Her perseverance changed my life. Finally, she convinced me to go to NVP Linda Parker's car presentation and then later to her Presentation. It was that night, three months after I began using the products, that I started to see what Arbonne could do for my family. We have only just begun on the East Coast and Arbonne is still one of the best-kept secrets — first, through the products and second, through the business. If you are reading this, then you are opening the best gift; someone is showing you Arbonne. You can decide which one interests you the most: The awesome products or the opportunity. Either way, you win.

I moved here from England a little over six years ago. My husband is a construction manager, which means we move from project to project. As we were starting our family, we decided that I would stay home. We dropped from two professional incomes to one.

We have two beautiful daughters. As they grew, we wanted to buy a house and settle. We got that opportunity in the spring of 2000 — at a 25 percent pay cut. Financially, we were going backwards. We had what I would call a modest lifestyle. We lived in a small home and paid our bills, but did not have much left over. I started looking for ways to make a little extra money, while still assuming that I would go back to work in corporate America once the girls were in school. Then, the summer came. While we were having fun at the park and pool one day, I realized that I did not want a structured job. I did not want to place my daughters in daycare over the summer breaks and with a babysitter when they were sick. I began to dread going back to work, the long hours and the office-place stress. I had another dream — I wanted to be able to travel home to visit my family in England every year, perhaps spend the summers there. It seemed unrealistic and far-fetched. This was not a life "normal" people lead, but it was my dream. It defined my *Why* at the beginning of my business. Other dreams were more immediate, such as wanting to pay for gymnastic lessons for the girls. It broke my heart to watch them turning flips



Tracey with husband, Casey, at the ASAP Cancún 2004 trip.



Tracey's *Why*: Kelsey and Megan.



ERV Elizabeth Sanchez, Tracey and RVP Tanja Lipinski Cole with Region at NTC 2004 Texas.



Managers in the Tracy Gatchel Nation.

and to hear them ask me if they could take classes and having to ask them to wait a few months while I figured out a way to pay for it. I encourage you to dream big again, because what you think about yourself, will determine the magic of Arbonne.

When you start your business, you are a team of one. I remember visiting with ERVP Elizabeth Sanchez and knowing that we “got” it, but wondered if anyone would ever want to join us? Most of the people I spoke with in those early days did not understand what I was doing. I am not entirely sure I did either! We were a small team of three or four, and as our businesses grew, we realized the gift we had been given. This has been an incredible personal journey. I had a lot of growth to accomplish. For a period of time, I believed in the Arbonne dream, but not that it was for me. I now look at the wide variety of personalities and backgrounds on my team; from doctors to women with high school diplomas, and know without a doubt that this business is for everyone.

When I started my business, I took my 100-name list and crossed off three quarters of it. We had been living here a little while and as my family and friends were in England, they could not support me. But since I had been working as a birth doula and childbirth educator, these were the people I knew and so I started with them. Two of the women, Tiffany Bufton and Tanja Lipinski Cole, are now also RVPs on my team, driving their own white Mercedes-Benz through participating in the Mercedes-Benz Cash Bonus Program and living their dreams while staying at home with their kids.

What I loved about being a doula was that I got to share in people’s lives and make a difference. Although this takes a 24/7 commitment and often cost me more than I made, I enjoyed it. I am no longer a doula, but I

continue to make a difference in people’s lives. I can offer them alternatives now, I can help them to spend more time with their families, have choices and have the potential to be financially independent.

One year after I discovered the Arbonne products, I received my own white Mercedes-Benz by participating in the Mercedes-Benz Cash Bonus Program and saw the end of our financial worries. Suddenly, those big dreams were not so unrealistic. I would do it all over again for the friendships I have made, and for the personal growth I have experienced. I feel I am back to being the professional I was before, only better and with a better balance between family and work. The women in this company are smart women with choices. Whether you stay at home with your kids and want the potential for a little extra income in your life, or if you work 80 hours a week with no way out – this could be the answer for you.

What I have learned is that you need to believe. Believe in yourself, just as you are right now and believe in this business. Believe that it is for you, because it is. Being active is what counts. You do not have to be perfect, you just have to keep at it. It is going out and telling the story that matters. Remember to smile and laugh, and know you are just writing a great story to share at a car presentation.

It still amazes me the difference one year can make. We doubled our sales between October and November. This is very humbling for me. It was a team effort and without them this would never have been possible. I am blessed with a team of incredible women who have joined my life, many of whom I now call my friends. We have traveled together and shared our successes, failures and “ah-ha” moments. I am so grateful for every one of you.

*continued ...*

## success strategy:

“ This is the train that is leaving. You just need to decide if you are getting on and willing to believe. ”



NTC 2004 Texas.



Tracey and President Rita Davenport at the ASAP Cancún 2004 trip.



Tracey with Executive Vice President Stian Mørck at NTC 2004 Texas.



Tracey, ENVP Linda Parker and RVP Tiffany Bufton.



Tracey and ENVP Cecilia Stoll.

If you have been around me this holiday season you know that I went to the movies and saw a movie about belief. In the end, the boy goes to the train and the conductor says, "The train is leaving, you just have to decide if you are going to get on." This is so true with Arbonne. These products are awesome and the business will continue to grow. More white Mercedes-Benzes will be driven. You just have one choice, are you coming with us? This season — believe.

Many successful people have been generous enough to share their time and wisdom with me on this journey and have had a huge impact on my life and business. Last December, when finishing Area seemed like an impossible feat, ENVP Cecilia Stoll shared a comment in a training that changed my life. She said, "Failure is not in not reaching your goal, it is in not even trying." In that moment, I realized that I was not striving to achieve my goal because I did not want to fail. Because of that, I did not fail.

ENVP Linda Parker taught me to set three goals: Good, great and awesome. This ensures you will never fail. By writing my goals down each month, I knew what I was working toward and could see my steady growth. Breaking it down makes it less intimidating and achievable.

To all the RVPs and NVPs who have given their time to share their stories and tips on the great calls and tapes, thank you. I learned so much from your strength and wisdom.

To my upline ENVPs: Linda Parker, thank you for all of your coaching and for your belief in me. Cecilia Stoll, thank you for all of your wisdom, your leadership and for telling us to do everything with good grace. Martha McIntyre, thank you for your inspiration at the ASAP Cancún 2004 trip. You have the magic touch!

To ERVP Elizabeth Sanchez: Thank you for sharing this business with me. You have changed my life. Thank you for your persistence until I "got it" and for always being there to celebrate together. You believed a "yes" was just around the corner.

To my Nation: I am here because of all of you, your dreams and determination. I believe every one of you will be here one day soon. You are doing it better and faster every time. I am so proud and blessed to be an NVP. My hope is to serve you all.

To my RVPs Tiffany Bufton and Tanja Lipinski Cole: Thank you for getting the big picture and the dream. Thank you for your words of advice, for lending me your strength and for sharing your great ideas to build awesome Regions. You are incredible leaders and your teams are very lucky.

To my AMs, Andrea Langkamer-Smith, Felicia Wootsick, Stacey Jones, Cathy Karp, Emily Weiss, Holly McCandless and Kathryn Deprest: You are our next RVPs! Thank you for all of your hard work. The best is yet to come.

To my DMs, Amanada Brady, Barb Stauff, Blakey Bohler, Carolyn Constantine, Christine Kudera, Christy Bruder, Claire Jazwick, Claudia Davis, Deb Brown, Deb Cummins, Ellen Turner, Heather Bennett, Jeanne Mackes, Jenny LaCoste, Kate Petrigiani, Kathy Molitoris, Kelly Molitoris, Kim Case, Kim Hogan, Kristine Smith, Kristen Sommer, Laura Henelund, Leslie Mitchel, Linda Hanna, Lisa Hawkins, Liz Guensch, Lori Buss, Lori Evanko, Melinda Czczon, Melissa Appleby, Michelle Keel, Nicole Forero, Nancy Grim, Nance Korea, Nancy Miltenberger, Renee Chona, Robin Tannous, Stacey Bair, Stacey Jones, Stephaine Luper, Sue Jernigan, Susan McCarthy, Tracy Hall, Tracey Stokes and Valerie Deneen: Thank you for all you do. I cannot wait to see you at the top.

To AMs-in-qualification, Melissa Marsh, Linda Hinson, Patti Jaeger, Staci Novak and Jane Hoff: Your hard work and drive is an inspiration to me.

And lastly, thank you to Founder Petter Mørck and Executive Vice President Stian Mørck for this amazing opportunity.

RVP Tanja Lipinski Cole and Tracey with their Managers.

