

A close-up portrait of Rachel Gershowitz, a woman with long, wavy brown hair and blue eyes, smiling warmly. She is wearing a dark blue pinstriped blazer over a blue top and a chunky necklace with large blue beads. The background is a plain, light-colored wall.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

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RACHEL GERSHOWITZ

# THE TRIUMPH OF DETERMINATION AND PERSISTENCE

Independent Consultant, National Vice President  
Rachel Gershowitz Nation; Wellington, FL

Have you ever let fear shut you down or hold you back from becoming the person you want to be? Did you ever want to quit because your business was not going quite the way you had planned? If you answered "yes" to either of these questions, I want you to carefully read my *Eye on Arbonne* story. I want you to remember my story so you can share it with others who may be facing some of the same challenges I have faced. Along the way, Arbonne provided me with the tools I needed to learn and develop into the best I can be for my family, my team and myself.

I was introduced to the Arbonne products through my cousin, Jessica Banks, for my cystic acne and other health-related issues in October of 2001. The products helped my skin and overall well-being so much, I began to share my results with other people. My husband's pharmaceutical partner's wife, Carmen Martin, came into my life and was excited about Arbonne's products that she decided to do this business, too. Together, we set off for the potential to make a little extra income.

I had no idea that three-and-a-half years later, I would be at the top of the company, reaching my potential to make a lucrative income, driving a white Mercedes-Benz and boating every weekend. What a difference Arbonne has made in our lives. As President Rita Davenport says, "Money is not everything, but it is right up there with oxygen!" Arbonne has given us the potential for financial peace.

I am grateful for so many things; yet, I am most thankful for the personal growth that came with building my business. I used to get nervous before my Presentations, so badly I would make myself sick. (I was one of those kids in school who would never raise their hand to ask the teacher a question.) I did not like to speak in front of others. Did you know that my number-one fear is public speaking?

In my first year of Arbonne, I had an appointment to speak to a group of people about Arbonne's fabulous products. It was a 45-minute drive down Florida's turnpike to my destination. Ten minutes into my journey, I stopped at a tollbooth to hand the attendant a dollar and all of a sudden, my hands started shaking, my heart began racing and I could not breathe. The toll person made me pull over, as he called 911. They took me away



Rachel's family.



Hannah Grace and grandma Grace.



Rachel and mother, Jo-Ellen, on their first mother-daughter New York City trip, 2005.



AM Lisa Behar, President Rita Davenport and Rachel.



RVP Carmen Martin, Rachel, DM Penny Tomasino and AM Tracie Taylor.

in an ambulance, hooked me up to an EKG machine and ran many tests. As it turned out, I had just had a very bad panic attack. I thought I was having a stroke or a heart attack! These panic attacks continued for about a year, but I continued to build my business and work through these issues.

I was determined to get through this and make my Arbonne business work. One particular saying kept running through my head, "If you keep doing what you are doing, you are going to keep getting what you are getting." I did not want my fears to hold me back from my goal of becoming a National Vice President. I think of fear as an acronym for False Evidence Appearing Real. If you think about it, it really is. Our minds can be our worst enemy. The only way to get rid of fear is to do what you are afraid of over and over again. Do not let fear paralyze you and prevent you from becoming the person you are meant to become.

It took me 22 months to earn my Mercedes-Benz. When it happened, I was so excited. I could not believe it. But, within a couple of months, I lost two AMs and one strong DM — all to life circumstances. My volume dropped significantly over the next couple of months. My Region began to fall apart and I only had six months before the requirements were raised. I had only one AM and a couple of DMs left, so I decided to start over.

I followed Dana Collins' Six for Success system and booked many Presentations. I pulled from my performance bank every month over the next year. I went to Mexico for Arbonne's 2004 incentive trip and I made it my mission to talk to as many RVPs and NVPs as I possibly could. I needed to gather as much information as I could for my team. We only had another month before we lost our Region. (Thank you so much Cathy Epperson,

Sally Smalling and Denise D'Alfonso, for all of your words of wisdom. You made a difference in my life and to my business.)

In October, we hit our quota for the first time, and by January of 2005, we exceeded it. In February, we decided to embrace the REsults Approach. I promoted my first RVP, Carmen Martin, in April. By June of 2005, we went into first step qualification for Nation. (Thank you so much Susan Hutton, Shannon Johnson, Andy Inman and Sibley Gammon.) The Arbonne=REsults™ Approach is brilliant!

First, I would like to thank my family for all their love and support. To my husband, Jeff: You are a wonderful husband and a great father. I am glad you are a part of this awesome business. To my children, Blake, Riley and Hannah Grace: You are the light of my life. Thank you for being the best children a mom could ask for! To my best friend, my mom: You have always been so supportive in everything I have tried, my entire life. Words will never be able to express how much you mean to me. To my dad, Brady, Jennifer, grandma Grace and grandma Jean: Thank you for believing in me and buying many of the products.

*continued ...*

ENVP Donna Rehling, AM Lisa Behar, DM Penny Tomasino, RVP Carmen Martin and AM Mary Lee Thomas.



## success strategy:

“ Act in spite of fear and be willing to do whatever it takes. ”



NTC 2005 Las Vegas.



Arbonne NVP celebration, 2005.

Special thanks to my RVPs. To Carmen Martin: You are the best partner I could ask for. Thank you for all of your hard work and dedication to our team. You are an inspiration to all who have the opportunity to know you. To Maria: You have the biggest heart of anyone I know. You raised the bar for us all when you achieved RVP in just over 10 weeks.

Next, a special thanks goes to my AMs. To Lisa Behar: Your friendship is invaluable. You are the sister I never had. You are on track to becoming an NVP. To Tracie Taylor: I cannot wait to see you in your Mercedes-Benz. You were made for Arbonne. I love you! To Elizabeth Kerr: You have a heart of gold and I learn so much from your patience and persistence. To Mary Lee: You are beautiful inside and out. Thank you for all of your help. To Audrey McGlothlin: You are a born leader. You are going straight to the top! Thank you for all your words of wisdom. To Ann Martin, Laura Taylor, Beth Zarzyki, Jackie Denton, Tanya Shinn, Julie Banasiak, Stephanie Daubenmire, Amy Azzaro, Dawn Zeien and Karen Desantis: You are our future RVPs. Thank you for making our Nation a success.

To all of our Nation's DMs and Consultants: You are our foundation. Without each and every one of you this success would not be possible. To find your own success, you must first identify your *Why*; then, act with determination and never quit! Before you know it, you will each be driving your very own white Mercedes-Benz. I believe in all of you.

To Donna Rehling and Kathy Whittington: Thank you for all of the long phone calls and words of encouragement. To Tina Beer: Your friendship means so much to me. To my cousin, Jessica Banks: You started all of this! Thank you for the biggest gift anyone ever gave me.

To our Founder Petter Mørck, Executive Vice President Stian Mørck, President Rita Davenport, Chairman & CEO Bob Henry, Sr. VP of Product Development & Field Events, Candee Keefe and the entire Home Office: Thank you for making this company so special. I am honored to be a part of Arbonne. Thank you for this amazing opportunity!

Rachel, Sr. VP Product Development & Field Events, Candee Keefe and AM Laura Taylor.



BELOW: AM Karen DeSantis, Rachel, RVP Maria Gionta, Cyndie Guthrie and DM Tonya Beringer.

AM Lisa Behar, RVP Maria Gionta, Rachel and RVP Carmen Martin.

