

A professional portrait of Kathleen Heyn, a woman with short, dark brown hair, smiling warmly. She is wearing a black top, a necklace with a diamond pendant, and hoop earrings. Her hands are clasped in front of her. The background is a dark, textured blue.

eod

EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

KATHLEEN HEYN

MAKE THE DECISION TO INVEST IN YOURSELF

Independent Consultant, National Vice President
Kathleen Heyn Nation; Saginaw, MI

In 1983, I joined my father's law practice along with my oldest brother. What a blessing to work with family and have such a well-respected role model as my father!

As a trial lawyer defending physicians and hospitals, my professional career was fulfilling and challenging — but it took its toll on me. Working 60 to 80 and sometimes 100 hours a week was the norm. I always worked full-time and rarely took vacations. In order to keep up with my caseload, I dictated through each labor and birth and "maternity leave" meant having my secretary bring me work every day.

As a self-employed partner, I felt like I had made it. I was thrilled to receive a coffee mug in exchange for winning a two or three week trial that took me away from my family for that entire period of time. The goal back then was for the partners to compare how many hours we worked — the winner had 'boasting rights' — and frankly, no life!

In retrospect, my working hours increased while my pay did not. Meanwhile, overhead costs were rising and taxes were choking me. I was tired of giving my best to someone other than my family. I thought that after 15 years I would have control over my life. The final straw was when a client had the nerve to suggest that I was spending too much time with my family — and that was the year that I worked more hours than I had in 15 years, and I had even conducted seminars at my own expense for that company!

Rita Davenport says, "Success is living your life the way you choose and letting go of that which is not working!" I knew I had to let go — I had a professional career that trapped me into trading hours for dollars. I had the "title and prestige," but required working excessive hours and created an inordinate amount of stress, all for a limited salary that was determined by hourly rates set by insurance companies.

I researched the network marketing industry and was intrigued by its business model and yes ... to answer your question ... it is perfectly legal! The initial problem was that I could not see how I could fit another business into my schedule — I barely had time to see my husband and three children (then ages 7 and under). Still, I knew that if I wanted a change, I had to make the time.

Arbonne impressed me — from cutting-edge research to proprietary formulas, a company of integrity, unlimited income potential *and* a business that I could leave to my heirs in my will! However, I could not envision selling skin care or selling anything for that matter! Then I realized that I already was selling every day, and so do you! The difference between then and now is that *now* I get paid for it! Besides, this business really is not about selling ... it is about educating others about choices, about building walk-away residual income ... and it is about helping others and making a difference!



Kathleen with husband, Greg.



Kathleen's parents, John and Liz McGraw.



Swimming with dolphins during ASAP
2003 Atlantis trip.
L-R: Morgan, Greg, Kathleen, Devin
and Megan.

NVP kathleen heyne



Kathleen with some of the most influential people in her success: 1) Founder Petter Mørck, 2) Sonia Stringer, 3) Les Brown, 4) Michael Clouse, 5) Randy Gage, 6) Dr. John Lee and 7) John Milton Fogg.

An author I admire raves that network marketing is a brilliant business model. Another person whom I respect said, rather than be paid 100 percent on my own efforts, it would be better to be paid five percent on the efforts of 100 people.

Although I accepted network marketing as the great business model it is and Arbonne as the best vehicle, I lacked *foundation*. I spent, and still do, countless hours building a rock-solid foundation to build my belief in myself and the industry. My business grew in direct proportion to the building of my foundation ... or my belief. Within six months I promoted to District Manager and earned our first trip to Hawaii! That was the first time I took a vacation and came home to find that there was a pay check in my mailbox! I subsequently promoted quickly to Area Manager.

As I accepted an award at NTC, President Rita Davenport wiped tears from my face and said, "The time is *now!*" I knew she was right; I just did not know how to make such a huge transition. The transition was a leap of faith. In the summer of 2000, I resigned from my practice and within nine months promoted to RVP!

This is a business of sacrifice and facing fears. It's about investing in *yourself*. I invested in myself to become a lawyer with years of education and 19 years of a full-time practice. When I embraced Arbonne's business opportunity, I understood that I would have to invest in myself again and build another rock-solid foundation that would support an unlimited business income. I invested and still do by attending everything within a five-hour drive, reading every book and listening to every audio/CD provided by Arbonne and other support systems.

I worked Arbonne part-time alongside my law practice for three years and for the past three years I have worked Arbonne full-time, in order to reach

NVP and during that timeframe our team volume has increased! What does this prove? That it is possible to work this business part-time alongside your current job in order to replace a full-time income. Your part-time investment can potentially change your lifestyle!

Investing in yourself also means taking responsibility for your life. It's important to make a shift from "lack and limitation" thinking to one of abundance. The power of the subconscious mind is staggering! Merely by changing a belief, you can change your destiny! A favorite author of mine, states: "Your destiny is an ultimate result of a lifetime of results, which were created by actions and beliefs." He also says, "The day you start getting to the top is when you stop making excuses and take complete responsibility for yourself." Our President Rita Davenport said it this way: "What you have, who you are, where you are now is exactly what you believe — what you have committed to — what you have planned on — no more and no less." Humbling, isn't it?

I invested time and financial resources by retaining Sonia Stringer, my personal success coach. With her coaching, our team more than doubled in volume and our sponsoring increased six-fold in one year! Sonia instilled in me the ability to identify those areas in my belief system that need to be altered in order to reach my goals.

So where do you see yourself in five years? John Maxwell says it best, "If you keep doing what you've always done, you'll always get what you've always gotten." Our lives are like an hourglass — with every passing grain of sand, every second passes and that time is gone forever. We can never get it back. Are you spending your time the way you want? If not, what are you willing to do to do to change that?

continued ...

success strategy:

“ Realize the power of your subconscious mind and harness that power to change any self-limiting beliefs and you will change your lifestyle and your destiny. ”



Kathleen and family at her Mercedes-Benz presentation in 2001.



DM Hilde McDonald, Executive Vice President Stian Mørck and AM Joyce White at NTC 2001 Hawaii.



"Cruisin' to Success," ASAP 2002 trip winner Kathleen and Greg with friends NVP Debbie and Larry Knurek.



L-R: ENVP Krystal Gray, RVP Beth LeBlanc, President Rita Davenport, ERVP Deanie Schwannecke and Kathleen at the dual Mercedes-Benz presentations for Deanie and Beth in 2003.

Arbonne offers you a choice and change begins with choice! If you want to be in the right place at the right time with a company whose growth increased 100 percent last year and which is poised for even more growth, you owe it to yourself to check out this opportunity; it is a gift.

Promotion to NVP is an honor and is the result of an entire team pulling together. I am honored to work with a group of leaders who are committed to success and to helping others reach their potential. I hope you all know how much I treasure our friendships and all you have done!

Special thanks to ERVP Deanie Schwannecke and RVP Beth LeBlanc and to their phenomenal Regions of leaders! To my Area Managers, Joyce White (in qualification for RVP), Stephanie Krieger, Maria Maloney and AMs-in-qualification Hilde McDonald, Ann Marie Johnson, Melissa Vogel, Stacie Cole, and Hilda Garcia: Thank you for your dedication and phenomenal support during the qualification period. You are RVPs in my mind and I look forward to your car presentations!

Thank you to all my DMs: Kathy Vitu, Wendy Franz, Vicki Hill, Jane Waugh, Elvie Dawis, Kim Metiva, Ivonne Munoz, Valerie Sanchez, Eva Avila and to those in qualification — Griselda Prieto, Karen Pockocke, June Penny, Gina Walker, LuAnn Escobar, Rafael Moreno, Meaghan Nunn, Connie Mossner, Betsy Aspin, Leann Stebner St. Peter, Liz Visuri and Kimberly Bell and to the Consultants who purchase products at a discount in our new Nation ... thank you for your commitment to Arbonne!

Thank you to President Rita Davenport: You are the epitome of Mother Theresa's advice, "Be kind and merciful. Let no one ever come to you without coming away better and happier." Thank you for you. Thank you to Petter Mørck for your revolutionary vision and for telling me that I would be an NVP — your belief empowered me. To Stian Mørck and Candace Keefe and the entire Home Office staff — I cannot thank you enough for all you do for me and for my entire Nation. Your commitment to Arbonne and to our success is deeply appreciated.

To my upline leaders: ENVP Krystal Gray — thank you for the gift of your friendship and for offering me this incredible opportunity! To ENVPs, Phoebe James, Donna Johnson and Thea O'Donoghue — I am blessed to

have you in my life as mentors and friends ... thank you for always believing in me and for seeing my potential before I did!

To my parents: Thank you for supporting my decision to change careers, for your unending love and belief in me and for always being available when I needed you. Most of all, thank you for the gift of faith and teaching me to "turn it all over" to God in complete trust and faith. I love you with all my heart.

To my children Megan, Devin and Morgan — thank you for understanding during the times I was working my Arbonne business so that we could live the lifestyle of our dreams together. It is because of my love for you that we are here.

I must also thank the entire NVP/RVP teams and Arbonne "family" who have unselfishly encouraged and helped me throughout the years. You have a very special place in my heart.

Finally to the best husband in the world — the one who cooks, cleans, irons, cares for our children — you spoil me and I love it! God truly blessed me with you! Your "do whatever it takes" attitude, sense of humor and total dedication to our family made this all possible. I love you.



Kathleen with some of her team at NTC 2003 Nashville



L-R: ENVP Phoebe James, ERVP Deanie Schwannecke, Kathleen, ENVP Krystal Gray, AM Joyce White and ENVP Donna Johnson at Areas of Consistency Excellence at NTC 2003 Nashville.



Team in El Paso, Texas: Diana Molina, DM Hilda Garcia, DM Eva Avila, AM Maria Maloney, Isabel Gonzales, Veronica Martinez, DM Griselda Prieto, DM Valerie Sanchez, Cindy Villa, Cristina Campos, Kimberly Bell and Wendy Moomaw.

Kathleen and ENVP Phoebe James with Sr. Vice President Candace Keefe during NTC 2003 Nashville.

