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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

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A FAIRY TALE

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My Arbonne journey started in the spring of 2006 when my friend and mentor at work, ENVP Amy Hemer, told me that she had something to talk to me about ... and it was not work-related. I got excited because I thought it was some juicy gossip, but when she asked me if I had heard of Arbonne, and explained that it was a Swiss-formulated skin care company, which offered wonderful products and a great compensation plan, I was totally deflated. I had no interest in selling lipstick to my friends, and was racking my brain to figure out how to get out of the conversation. She then explained that I was not expected to “sell” in the traditional sense, but instead, build a network of repeat consumers who would buy directly from the company. I told her that if there were a way to make money just by shopping, I would surely know it by now, because I was an excellent shopper!

Even though I agreed to listen to the information, I blew it off for weeks. Every few days she would gently ask me if I had listened to the CD she gave me yet, and I always had an excuse. This just was not on my priority list. She went so far as to schedule meeting times on my calendar just to read the information. Still, I blew it off.

Finally, after five weeks, she asked me to meet for coffee with her friend, and if I decided then that this was not for me, she would drop it. Because I valued her friendship so much, I agreed to meet, so I could finally say no and close this conversation. After meeting with Amy and ENVP Karla Reisch, it made sense, but still seemed too good to be true. I told them I was going to sleep on it, but I went home right away and started researching. Once I saw the industry information and third party sources that gave good reviews regarding Arbonne, I was really intrigued. The thing is, I had been in advertising and marketing for over 10 years, yet never heard of network marketing. So, I was intrigued, a little embarrassed that I did not know what it was, and somewhat skeptical that it was too good to be true.

My next excuse for not joining right away was that I had to try the products for a few months first. Amy had given me a NutriMinC[®] RE[®] travel kit that had been sitting in the drawer for over a month now, so I finally broke it out – and could not believe that after just a few days I saw a difference in my skin. Now, I was really running out of excuses.

Following that excuse was the thought that I was far too busy. I had a great job working as an account director with a marketing agency, with an important account and big team, and was working 60-70 hours a week to sustain it. So, I told her that I had to launch a big project, but as soon as it was done in May, I would give it some consideration.

But in April, Amy and Karla went to NTC 2006 St. Louis, and after listening to an inspiring session, Amy called me and said “Jobin, I need you to do this with me. I have met these VPs and if they can do it, we can do it. I need you to be on my team.” She had so much conviction in her voice that it pushed me over the top.



Jobin with DM Bob Hume III.



Pure Oasis 2006. L-R: ERVP Heidi Gilbert, RVP Patty Alger, ENVP Amy Hemer, ERVP Tracy Alger and Jobin.

Jobin with DM Ashley Hume and future Consultant, Courtney Hume.





Jobin's Mercedes-Benz car presentation. L-R: EDM TaMara Hadley, Jobin, AM Candie Hume and EDM Kelly Condon.



Jobin with ERVP Todd Gilbert, Dean Loe, DM Matt Scott, ERVP Heidi Gilbert, AM Karen Loe and RVP Carissa Scott.

Even though I did not totally believe in Arbonne yet, I did not really have anything to lose. If it did not work out, it would just be a lesson learned, and I would have acquired some great products in the meantime.

So I signed up on April 30th. On May 1st, I woke up wondering why I had gotten myself into this mess ... but I started talking about it to my friends and family right away. They also wondered what I had gotten myself into, but luckily a few listened to me, and my journey to NVP started with my promotion to District Manager in May.

The way my house is configured, when I am lying in bed, I can see my bathroom countertop. Every morning in May I woke up and saw those little orange bottles staring back at me. I said to myself, "Okay, this is working, but it is still too good to be true." All of a sudden at the end of May when I was a first step AM, I stopped saying it was too good to be true and thought, "Man, who would think those little orange bottles could do all this."

To be honest, I never thought I would get to NVP. I was really good at my job, and never thought Arbonne could provide the same income potential as my job in corporate America, so I did not even factor it in. I simply thought that the income I was making as an Area Manager was great for a part-time job and because I was a pretty big dreamer, I would go for RVP, participate in the Mercedes-Benz Cash Bonus Program and get that white Mercedes-Benz.

First, ERVP Tracy Alger joined my team, and then ERVP Heidi Gilbert, followed by their moms. And then my mom, AM Candie Hume, our friends, their sisters and husbands and neighbors. I could not believe how this was taking off, and the more success I had, the more sheepish I was that I did not understand the value of network marketing before! But, those little orange bottles kept coming through for us and more people were using these products.

With each step of the way, I had to keep reassessing my goals. It was happening faster than I ever dreamed possible. At one point in the summer, I was talking with Amy and we said, "Is it conceivable that we could get our Mercedes-Benzes this summer? Okay - we better get back

to work and make it happen." That summer I had more lunches, cocktails, dinners, coffees and brunches with my friends than I had in the previous five years put together. I was telling lots of people about Arbonne, but I was still an "undercover Arbonne agent." If people asked me what I did for a living, I still said I was an account director at an agency. It was not until fall that I started telling people I "do" Arbonne first and, every time I do that, it leads to a conversation. That is a tip for those of you who are new - if I was doing it over, I would have led with that information from the beginning.

By September, I was an RVP, and on October 1st I promoted to NVP - the step I never thought would happen. I could not believe I was able to quit my day job so fast. I had my time back and could afford to travel, which was my biggest *Why*. What President Rita Davenport says is totally true - if you can get to DM, you can get to NVP!

When I met with Karla, she said two things that still stick with me today. First, you are going to stop wondering why someone would do Arbonne, and wonder why they would not. This is so true. Every "no" I get still makes me think about this opportunity and pushes me to keep presenting it, because someone is going to get it. The second is, you are not going to think of asking your friends to join Arbonne as a favor, you are going to think of it as a gift you are giving them. I truly believe this now.

The first person I have to thank is ENVP Amy Hemer. I will never be able to say thank you enough for this opportunity. It has truly changed my whole life. I am blessed to have you as a mentor, business partner and most of all, my friend.

To Chairman & CEO Bob Henry, President Rita Davenport and the Home Office staff: You make all this possible and I thank you on behalf of my whole team.

continued ...



Jobin with DM Jill Gutterman, ERVP Tracy Alger and AM Jennifer Levenhagen at her Mercedes-Benz car presentation.

success strategy:

“Conviction, persistence and no excuses.”



LEFT: ERVP Tracy Alger, future Arbonne Consultant Wesley Alger, RVP Patty Alger, ENVP Karla Reisch, ERVP Heidi Gilbert, ENVP Amy Hemer, Jobin and ENVP Jayme Keseley in front of their Mercedes-Benzes.

RIGHT: Members of the Hume, Hemer, Keseley and Reisch Nations at Pure Oasis.



ERVP Heidi Gilbert was the first one of my friends to believe in me and this system for success, and I am just bursting with pride to have her on my team. Heidi, thank you for all your hard work and I cannot wait to congratulate you on reaching NVP.

The biggest gift that I have received from Arbonne has been the introduction of the Alger family into my life. ERVP Tracy Alger is a member of my downline, along with her incredible family and future NVPs, RVP Patty Alger, DM Dan Alger, DM Jeff Alger and AM Kelly Hanrahan, who have all been such a fun, inspirational group to work with. I am learning from Tracy to take a breath and respond instead of react. I am so grateful for your steady presence on the team.

I need to thank my family, AM Candie and DMs Bob and Ashley: I am so pleased to have you on this team and thrilled that we can change our lives together. Mom, I know you are going to have your Mercedes-Benz in 2007! I am so glad that we get to work together on this. To Bob IV and Courtney: Thanks for only making minimal fun of me and I hope you can find this gift in your future.

Thank you to ENVPs, Hope Baker, Shari Weller, Jayme Keseley and Karla Reisch, and NVP Kim Rose: I am eternally grateful for all the advice, support and teaching that you offered in the early months of this journey. I am even more excited for the friendships we have developed in the recent months!

I have two people who are not even on my team to thank, EDM Sarah Mitchell and AM Emily Hunsicker, because they truly exemplify the spirit of Arbonne. From the very first day of their participation in Arbonne, they have opened their homes and given their time to anyone in

Arbonne. They have presented this opportunity to hundreds of people from my team and I aspire to be as generous in spirit as they are.

To the entire Jobin Hume Nation: Thank you a thousand times. It is your hard work that put me here, and I will help every one of you on your road to the top.

My advice for Consultants starting their journey is to learn from Amy's persistence, do not accept excuses from yourself, and stay in activity. My story is a fairy tale — if it takes you years to reach AM or NVP, you will make your dreams come true — and you will not care how long it took.

If you are considering Arbonne, take a leap of faith. It could be the best decision you ever make!



L-R: RVP Patty Alger, ERVP Tracy Alger, ENVP Amy Hemer, Jobin and ERVP Heidi Gilbert at Pure Oasis.

L-R: ENVP Amy Hemer, ERVP Heidi Gilbert, Jobin, RVP Patty Alger, ERVP Tracy Alger, ENVP Karla Reisch and ENVP Jayme Keseley.



Jobin with President Rita Davenport, ENVP Hope Baker, ENVP Donna Johnson, ENVP Shari Weller, NVP Kim Rose and ENVP Holly Warnol.

