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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
EXECUTIVE NATIONAL VICE PRESIDENT

DONNA JOHNSON

# SOAR ON YOUR SPIRIT WINGS

Arbonne Independent Consultant, National Vice-President  
Donna Johnson Nation; Cave Creek, AZ

I wish that I had somehow had a "crystal ball" when I first started my Arbonne career in the summer of 1987. It would have made the journey so much easier, knowing that there really was a proverbial "Pot of gold at the end of the rainbow" to inspire me.

So I am here to challenge you to look into your own crystal ball. What does your future look like? Imagine shaking hands with yourself in five years and who is it you'll meet? It's a fact: If you keep doing what you're doing, you'll keep getting what you're getting. It's important to guard your beliefs and dreams; don't let anyone steal them, including yourself. Amazingly, we can sometimes be our own biggest dream stealer. *If you think you can or you can't, you are absolutely right.*

Realize right now that you write your own paycheck; you determine your own destiny. When you look in the mirror, you're looking at the boss...that's the good news and the bad news. The best news is, you tell yourself what to do each day; of course that can also be bad news if you are not disciplined enough to create a strong work ethic and business plan.

Back then I was a typical "blue collar" Midwestern girl without a college education. I married young and subsequently found myself divorced with three small children, at the age of 29. I had experienced success as both a competitive swimmer and as a swimming coach and also found success in another direct sales cosmetics' company.

In 1987, while going through a divorce and unhappy in my current company, I met Thea O'Donoghue. She told me about Arbonne's incredible products and opportunity and I thought it was, "Too good to be true...what was the catch?" She introduced me to Petter Mørck who was surprised at my surprise...he believed I deserved all that Arbonne had to offer. *So was it in fact too good to be true?* I did some soul searching and realized Arbonne was *good, and true*. Thea has been a steady rock of support all of these years and I appreciate her so much as my awesome upline.

At the same time, I saw an infomercial called "It's time for you" featuring Rita Davenport. What a small world...Rita changed my life. I wrote to Rita and told her what an impact her tapes had made on my life, both personally and professionally.



Donna's Family. FRONT: Jonah. MIDDLE, L-R: Livi, Shyam, Alex, Donna and Nicole. BACK, L-R: Nat and Joe.

Donna and NVP Phoebe Fournier.



ENVP donna johnson



Donna with Founder Petter Mørck at her NVP Mercedes-Benz car presentation.



Donna, Pat, Nathaniel, Nicole and Joseph in London.

Through my influence, my previous company invited Rita to speak at their national conference. This was my last conference before leaving to go with Arbonne. At this event I learned that Rita was also invited to speak at Arbonne's first MTS (now NTC) in Vail, Colorado, with just 67 Consultants in attendance (wow, how far we have come!).

I left my previous company without soliciting one person. Rita and I continued our relationship and we became like sisters. She would tell me about all the people who needed to use Arbonne products, while I was telling her why she needed to *do* Arbonne. Of course, she was a speaker, celebrity and author. How could Arbonne be a fit for her? While she was wrestling with these issues, she had me sponsor her lovely sister, Euphiazene Linder. Euphiazene and I convinced Rita that if it was good enough for us, it was good enough for her, and the rest as they say, is history...Arbonne history!

I had the pleasure and honor of sponsoring my first Consultant, now-ENVP Phoebe Fournier. Phoebe has been the heart of our organization and became Arbonne's second NVP. She is my mentor and reminds me of our "spirit of intent". Our Nation Spirit Wings, was derived from the Joni Erickson-Tada song, "Spirit Wings" which encourages us to *lift ourselves above all of the earthly things*. What a view from that perspective! I am honored to be Arbonne's first NVP; Phoebe was the second!

Arbonne has been an incredible gift for my family and me. I don't know what I'd do without my amazing assistant, Pat Diermeier. Pat has been my rock. I could not do what I do if she did not believe in me and choose to be my loyal and faithful friend and business partner. Pat sure knows how to make me look good. I know that she takes as much pleasure in the success of Spirit Wings as I do.

I appreciate everyone who persevered and stayed the course during Arbonne's infancy. Without the early Arbonne pioneers no one would be enjoying the success we have today. We endured despite having only 13 products, no samples, tools, systems and no technologies in an environment that had its challenges. The average person would have quit and many did. Yet many of us believed in the foundation of Arbonne, the product, the people and the principles Petter and Rita instilled in us.

I have an incredible team of nine first-generation VPs: NVPs Phoebe Fournier, Beverly Lambert, Euphiazene Linder, Susan Shaheen, Jacque Carlson, Dianne Partee, Linda Harvot, Lisa Konshak, and my daughter, Nicole Larson. From these nine VP downlines, the majority of Arbonne's leaders were created.

You might ask: What keeps me going? This incredible gift that we keep on giving each and every day we meet a new person. What part of Arbonne could change someone's life? What difference can we make? I call it "3-D" Success ... we all know many people who make a great income, but do they have the time to enjoy it?

*With Arbonne we offer 3-D Success:*  
Knowing what you do makes a difference  
Creating balance in your life  
Financial peace

Knowing that you make a difference will keep you working long after your paychecks have met your needs and desires. Helping

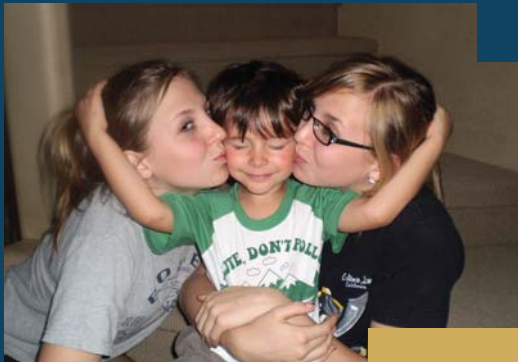
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Donna and the VP team. L-R: NVP Christy Aldridge, NVP Debbie Ropella, RVP Lisa Konshak, ENVP Shelby Howard, RVP Linda Harvot, ENVP Dianne Partee and ENVP Donna Johnson.

## success strategy:

“ Soar on your spirit wings! ”



Donna's daughters and grandson. L-R: Livi, Jonah, Alex.



Donna, President Rita Davenport and Chairman of the Board, Ira Kleinman at the ACE Award Dinner, NTC 2009 Las Vegas.



Donna and Pat's families in Vegas. L-R: Alex, Livi, Donna, Donna's assistant, Pat Diermeier and Donna's brother, Pat's husband, Ron Diermeier.

others create balance, bringing families together and changing lives inspires you to wake up in the morning and go to work, without a time clock. It's been said that, "When you love what you do, you'll never work another day in your life."

Now for some people an extra \$500 a month can make a huge difference in their lives. Sometimes there is just too much month at the end of the money and you can impact so many people's lives with this business opportunity. The more passionate you are about that the more you will be able to help others catch the vision and change their lives.

Visualize for a moment your own Mercedes-Benz car presentation. Where is it? What is your Region name? Who is in attendance? Not only your supporters but how about the dreamstealers? Be sure to invite them! Now picture the car presentation of someone you have influenced to become a part of Arbonne. I guarantee you that there is no better feeling than knowing you made a difference in the life and family of another human being.

I'm often asked, "How did you do it?" It's ironic that the "Six for Success" system has recently been coined as our system. From day one, I gave two to three presentations per week. Those presentations not only gave me "right now money" it became the breeding ground for finding my next business partner. So, the right now money actually leads to the long-term residual income of team building!

I am amazed at how people try to get there without this basic foundation of holding regular Presentations. If I were to start all

over today, I would *do whatever it takes to block out a two-week section of my calendar and fill it up with Presentations*. Because everything starts there! It is that simple. Believe in yourself, plug into the system and create your "In for life" story. Watch your self-talk. Talk and act like a top VP. Create excitement, passion, integrity and unity within your team. People want to follow someone who knows where they're going. If they know you, like you and trust you, you'll go far.

I'd like to thank Petter Mørck and his family for the incredible commitment he made to Arbonne especially when most people would have given up. We are so blessed to have Rita Davenport our President, and such a dedicated Home Office staff. I have been enriched by the relationships of all the wonderful Spirit Wings SuccessLine members not only in the S.W. Central Nation but the entire downline.

Finally, without my wonderful family this incredible journey would not be fulfilled: My mom and step dad and my brothers. My children, Nathaniel, Nicole and Joseph, who have followed in my footsteps as entrepreneurs. And my teenage twins, Olivia and Alexandra, thank you for keeping me young! To Jonah, I love being Nanna. You all make me so happy and fulfilled. I know that the Arbonne family and our family have so many more enjoyable experiences ahead of us!

Continue to be all that you can be, spread your wings, and soar on your *Spirit Wings!*

Donna, #1 at the Parade of Champions.



ENVPs Donna Johnson, Annette Warburton and Dana Collins.