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EYE ON ARBONNE

INDEPENDENT CONSULTANT  
EXECUTIVE NATIONAL VICE PRESIDENT

DANA KORN

# YOUR ONCE-IN-A-LIFETIME OPPORTUNITY

Independent Consultant, National Vice President  
Dana Korn Nation; Perrysburg, OH

It is hard for me to believe that less than two years ago I almost passed up on the Arbonne opportunity! I now laugh at the thought of almost choosing to stay in a nursing career ... where I was not happy, rather than pursue something new. Especially since the night before I heard of Arbonne from my sponsor, ENVP Deanna Osborn, I had been praying and asking God to pave a new financial path for my family and me.

I have to admit that I had a poor image of direct sales and network marketing. All of my thoughts and ideas were total misconceptions of the industry. I had no idea that I could provide such great wellness alternatives to countless women through an incredible product; have the potential to create substantial residual income; impact others to grow personally and professionally; and be able to empower others to do the same. Wow, I cannot believe I almost passed on this once-in-a-life-time opportunity!

My success in Arbonne has been driven by my *Why*, my family. Initially I just wanted to replace my nursing income so I would not have to work on weekends, holidays, or even the two 12-hour shifts I had been working. I wanted to work and be home on my own terms. I did not want to miss Christmas morning with my children, or miss my teenager cheering at football games. I had been on that road long enough. I wanted my kids to remember me being available ... Arbonne has offered me that freedom to be there with my children.

My Arbonne journey has been such a whirlwind. It seems like only yesterday I become a District Manager and would sit in bed at night with my bible in one hand, trying to spend some time with God, and with my SuccessPlan in my other hand crunching numbers — trying to figure out just how I was going to reach Area Manager status. I would fall asleep, and instead of having visions of sugarplums dancing in my head, I would have visions of success plans. I am happy to say that I now leave my SuccessPlan in my office and go to sleep with a great sense of peace. He knows exactly how everything will unfold and continue to grow in the future.

My brother-in-law, Joe, husband of RVP Katie O'Neil, perfectly summarized the Arbonne opportunity. He said, "The Arbonne business is like a marriage. You have to fall in love with the product first, then commit; the no-matter-what, in sickness and in health type of commitment. And finally, you must consistent-



Dana's daughter Lindsay, age 17.



Dana's daughter Samantha, age 6.



Dana's daughter Bailey, age 5.



Dana and husband, Steve.



The "Love ya, Rita" gang.



Dana with some of her Managers.

ly work hard and duplicate the hard work that works!" I love this analogy because it is exactly what has made my business successful. I absolutely love the product and have a firm belief in the positive impact it has had for so many others and myself. In my home, my husband would rather go without groceries than have me go without Prolief Natural Balancing Cream.

My commitment has never wavered. I tend to be an all-or-nothing type of person. So, once I decided to go for it, I committed for a full year. A one-year commitment is absolutely crucial for the success of anyone beginning an Arbonne business. My hard work in Arbonne can be defined as consistent action. It does not seem right to call it "hard" work because I love it so much. My hard work involves meeting with others to share a great product and opportunity. And finally, duplication, a term I am very familiar with.

My husband is in full-time ministry. About nine years ago I convinced him, along with another couple, to build a church. We began with a very small group of about 30 people. Our small church of 30 quickly became 100, then 500, to now over 4,000 people. We learned early on that to be effective in ministry; we had to equip others to replace ourselves. In other words, we had to duplicate ourselves in order to grow spiritually, numerically and yet not grow weary. In the same way, in order to be effective and not grow weary in your business, you must implement duplication. Lead, teach and equip others to do what you do. I cannot imagine the past two years of this very exciting journey without

my husband, Steve by my side. His belief in me and my ability to succeed have kept me motivated. The excitement and interest he shows in my success has inspired me to go to the top. Thank you for your love, support and encouragement.

I also cannot imagine the journey without my children, Lindsay, 17; Samantha, 6 and Bailey, 5. Lindsay: I cannot wait five more months for you to turn 18 so we can work together and you can actually get paid for all the people you have brought into my business. You have become a wonderful young woman and I know God has some really cool things in store for you. Samantha and Bailey, my little prayer warriors: Thanks for all your prayers for mommy "to go" Nation. And, thanks for being willing to stand out and be different among your peers by "playing Arbonne" instead of playing with your doll. I love all of you so much.

I am very thankful for such a great upline. To ENVP Deanna Osborn: Thank you for thinking of me first; what a compliment! I have always treasured our friendship. Not only are you a great friend, but you are a great leader, too. You have more belief than anybody I know. It is very inspiring to all of us. I am forever grateful to you for this opportunity. To ENVP Lisa Voorhies: You are an amazing woman. You deserve the Spirit of Arbonne award for your commitment to train all over the country. You are the master motivator!

To my team, the absolute best of the best: Our Nation success is all  
*continued ...*

## success strategy:

// A great team,  
consistent actions and commitment. //



Dana with some of her team at NTC 2004 Texas.



Dana with sister, RVP Katie O'Neil.

about you. I have the privilege of working with a team that puts forth 110 percent effort. A team that works together and cares equally about their own success, as well as the success of the rest of the team! You are a team that sets goals and takes the action needed to meet them – a team with integrity and character; I am so thankful for each of you.

It was so exciting to have three RVPs promote out of the Dana Korn Nation this past year. To RVP Katie O'Neil, my first business partner, friend and sister: I could not be more thrilled for you. To NVP Karyl Molchan, my first promoted DM, Area and RVP: You are building an amazing empire! To ERVP Theresa Marsh: Yes, it is truly happening to you. You are awesome!

To my three sisters, EDM Dawn Thaman, EAM Annie Card and RVP Katie O'Neil: Do you believe we finally found a business we could all do together? I am so honored to call you my business partners. I love you all.

Thank you Arbonne for being a company of integrity, stability and incredible opportunity! Thank you President Rita Davenport, for your great leadership and enthusiasm! To the Home Office staff: Thank you for your continued support. To Sr. VP Product Development & Field Events, Candace Keefe: Thank you for your commitment to excellence. To Founder Petter

Mørck: Thank you for following your dreams to provide this opportunity for each one of us! I always tell my team, "We're in the right place at the right time!" This could not be more accurate. We are truly in the right company at the right time!

And to think, I almost passed on the Arbonne opportunity!



Dana with some of her team at NTC 2004 Texas.

Dana with sisters, RVP Katie O'Neil and EAM Annie Card.



Dana with NVP Karyl Molchan.

