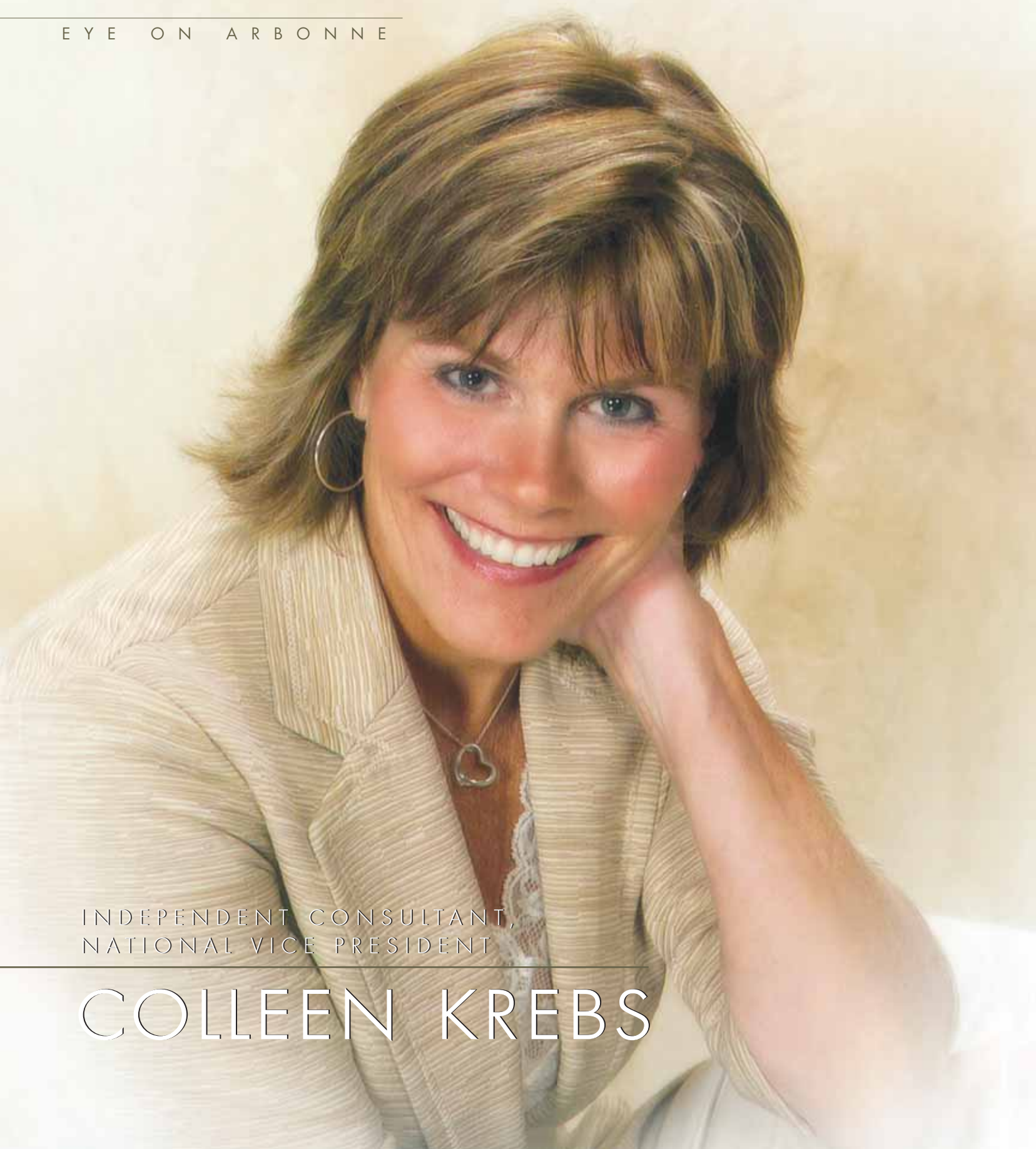


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EYE ON ARBONNE



INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

COLLEEN KREBS

# LOOK AHEAD FIVE YEARS

Independent Consultant, National Vice President  
Colleen Krebs Nation; Burnsville, MN

Before Arbonne, I was content with the direction my life was headed; or so I thought! I had a wonderful husband and four children, and I was fortunate enough to be able to stay home with my children these past few years. I am a registered nurse, with a master's of science degree, and had worked for 21 years in hospital administration. I had woken up to alarm clocks, worked on holidays and weekends, and did not want to do that anymore. So five years ago, I quit.

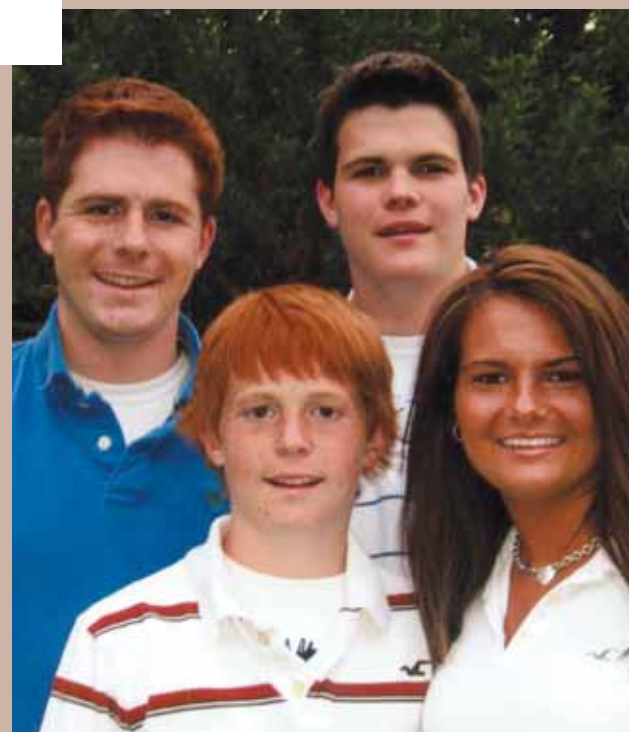
I had left my job, but something inside of me was still searching for a business I could go into that was health related and involved helping others. My sister, AM Liz Hovelsrud, and I always wanted to go into business together, but many miles separate us. I also had four children to put through college and I wanted to help contribute to that. Never did I believe Arbonne would be the answer to those prayers.

It all started when ERVP Betty Kissell asked me if I would help her get started with her Arbonne business, by hosting a skin care Presentation for her. I told Betty I would love to help her, but I was not interested in skin care. I had gone to a dermatologist all my life and nothing ever really made a difference. Well, I learned more in that skin care Presentation than I had in my 21 years of nursing. I tried the products and fell in love with them, and the results.

Two months later, in February of 2004, I started my business by offering Arbonne products to other women. I got my calendar scheduled with appointments and Presentations. I quickly promoted to Area Manager, and then stayed there for quite some time.

I was doing the necessary activity, but not all of it. I believed in the products and had no problem offering and selling them, but I feared offering the opportunity. My thought process went like this, "They know I am doing this, so if they want to join me, they will ask." Or, "They are too busy, and they would not want to do this." This line of thinking was really based on my own fears and prejudging others.

I had to go to work on myself. It was my attitude. I truly believe attitude is what determines your success or failure in life. I began to listen to Arbonne Learn & Burn™ CDs. Arbonne has such wonderful teaching tools, available right on the Arbonne Web site. I learned there are very few things in life that are of a greater worth than a positive attitude. Fear is an attitude, too; it is an inward feeling that comes out in behavior. My behavior was one of skipping over the opportunity, avoiding the feeling of fear and talking about the products. So, I challenged myself to get over the fear and I told myself I was not going to offer the products without the opportunity. I got comfortable with what was uncomfortable. I practiced my verbiage. I now love talking about the business as much as the products, and it is not a coincidence that my team grew, too. Work on yourself first and your business will grow.



L-R: Colleen's children, Nick, Sam, Aaron and Molly.



Colleen with her husband, Rob.



L-R: ERVP Wendy Greiling, ERVP Sue Colvin, Colleen, ENVP Janet Elliott, RVP Tricia DeVries and ERVP Betty Kissell.



Colleen with her sister, AM Liz Hovelsrud.

I realized this wonderful gift is so full of blessings, and I had a responsibility to share it with others. The bottom line is, this is not about you; it is about blessing them. You are not the one to decide for them if this would be a good fit or not. Be attached to activity, not the outcome.

There is nothing special about me. I am just like each of you reading this. I just decided I was going to have a no-matter-what attitude, and it did not matter how long it took me to succeed. I was going to accomplish my goals and make my dreams come true. I decided I was not going to give up until I achieved my goals. I have promised my team I will not stop helping them until they all are where they want to be. They in turn, have given me so much. The greatest reward is what you can do for other people, and that is what Arbonne is all about. It is all about helping others get to where I am. You are rewarded for your hard work, but it is really about helping your team and helping them reach their goals.

This journey has changed my life and blessed it in so many ways, like no other experience has. The best gift is I have been able to change and bless other people's lives, in return. I have also met so many amazing women. There is nothing more satisfying than knowing you have made a significant contribution toward making someone else's life better. It is much more exciting and rewarding to see someone else on your team walk across stage or get an award. It is like being a proud mama, watching your kids up on stage.

I tell my team all the time that Arbonne is a roller coaster ride. You will have highs and lows. It is the decision you make at the bottom of the ride that counts. When you hit that wall or have a bad month, or someone on your team quits, it is the decision and attitude that follows that counts most. Do you fall off the ride and say this is too hard, I knew it would not work? Or do you stay on the ride and see it through? It is this decision that determines if you will be successful or not. Embrace the challenges because they are part of the journey and it is all about getting past the obstacles. The challenges help you grow to the next level. Do not be surprised when you hit the lows, because we all have

experienced them. You will not be knocked down for long. Someone else on your journey will pick you up and help you through it.

Another important lesson I have learned through this journey is to maintain a solid work ethic. This is a simple business, but it is not easy. If it was easy, everyone would be doing it. It takes consistent, persistent work. What Arbonne really pays you for is persistence. We are being refined through every phone call, "no" and no-show, as well as every new person we train. We learn through every Presentation that results in someone loving the products or wanting to be a part of your business. When someone joins your team, let their actions speak louder than words. I know we all want this for everyone and that everyone has potential. Be careful not to fall in love with people's potential; rather, fall in love with their actions. Let go of your own ego and pride. Remember that it is truly all about them. When you do this, you will go to the top.

I would not be where I am if it were not for many people cheering me on and believing in me. To ENVP Sandra Tillinghast, ENVP Donna Weiser, ERVP Chris Robinson and NVP Susan Maris: Thank you for supporting me with coaching, training and words of encouragement. Your willingness to share is why Arbonne is a success. To ENVP Nancy Wilcox: Thank you for all your words of encouragement and being there for me. I am blessed to have you as my friend and mentor. To my amazing upline, ENVP Janet Elliott: Words cannot express how thankful I am for your leadership skills and positive energy. My team and I love you and would not be here without you. Your generous spirit, trainings and dedication to others amazes me daily.

To President Rita Davenport: Thank you for your trainings and all you do to make Arbonne a special company. To the Arbonne Executive Team, VP Support and the Home Office staff: Thank you for all you do!

To ERVP Betty Kissell: Thank you for introducing Arbonne to me and for your fearless example of leadership. You have a wonderful way with words; it inspires me to believe in myself.

*continued ...*

## success strategy:

“ Be passionate about helping others succeed and believe in yourself. ”



AM Lori Rosenthal, Colleen and DM Lisa Stainbrook.



Some of Colleen's Nation.



President Rita Davenport with Colleen at an RVP retreat.



Colleen's car presentation.

To my awesome team: I am overwhelmed by what we have accomplished. I feel so blessed and humbled to have such fun-loving, amazing and generous women in my life. You are NVPs-to-be.

To my best friend and sister, AM Liz Hovelsrud: You have persevered and believed in me, and in us doing this together. I appreciate your generosity and all the times your words lifted me up. I would not be here if it were not for you. I am so blessed to have you as a sister and glad we get to fulfill our dream of working together. Can you smell the leather? You are next. I love you, sissy.

To new ERVP Wendy Greiling: I am so proud of your perseverance and of the team you have built. You amaze me with your no-matter-what attitude. I am so thankful for you and all you do for others. To RVP Tricia Devries: One of the benefits of this business is the new friendships you develop. You are a gem and an inspirational leader to me and your growing team. Thanks for your friendship, and for all you do to help me and my team.

To my AMs, Lori Rosenthal, Karen Wylie, Newby Gruenhagen, Kathy Budge, Brenda Bolens, Connie Van Ornum, Susan Young, Jane Thames, Mary Beth Oscell and Jamie Anderson: All of you have had an impact on me and motivated me to do my very best for you. Thank you for bringing your leadership skills to our Nation. Next stop, RVP! I cannot wait! To all my DMs and Consultants: You guys rock! Keep following your heart, and your passion will lead you to the top. I promise it is well worth it! The secret to success lies in each one of you. Believe in yourself. Set your goals and have high expectations of yourself and your team. See you at the top!

To my amazing husband, Rob: You believed in this business before I did. Without your constant love, support and belief in me, I would not be where I am. You have been my technical support at my meetings, done the wash for the last year and helped keep our home life running

smoothly. That means everything to me. I love you! To my teenage children, Nick, Molly, Aaron and Sam: Thanks for understanding when I was not always home, and helping me with deliveries and boxes when they came in. Molly, you make a great assistant. Now, you are off to college to sell Arbonne. I love you, guys.

To my parents, Jane and Pat Collins: Thanks for instilling in me a great work ethic and for teaching me to finish what I start. I love you!

Lastly, I want to thank God for continuing to shape me every day.

Each day we wake up is a new day. We get to start fresh and make new choices. If you are reading my *Eye on Arbonne* story, you have been given a gift. It is your choice to open it and enjoy an awesome opportunity. All you have to do is decide and believe, and this gift is yours.

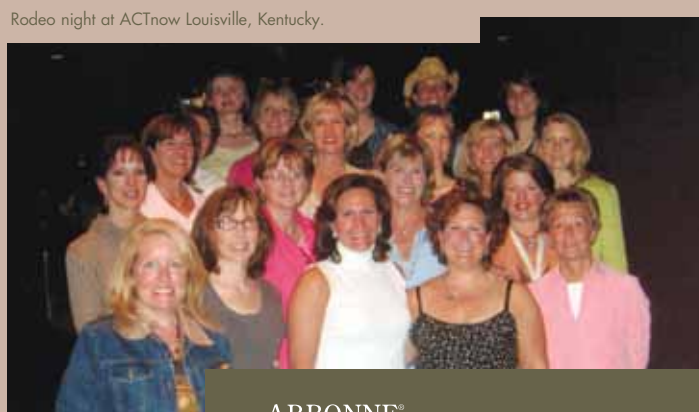
Go for it, what do you have to lose?



Corinne Henbree, AM Liz Hovelsrud, DM Kathy Boucher and DM Cathy Godfrey.



ENVP Donna Weiser, ENVP Janet Elliott, ERVP Betty Kissell, ENVP Nancy Wilcox, Colleen and ENVP Sandra Tillinghast.



Rodeo night at ACTnow Louisville, Kentucky.

The testimonials in this story reflect the actual experience of an individual, are anecdotal only, and may be atypical.