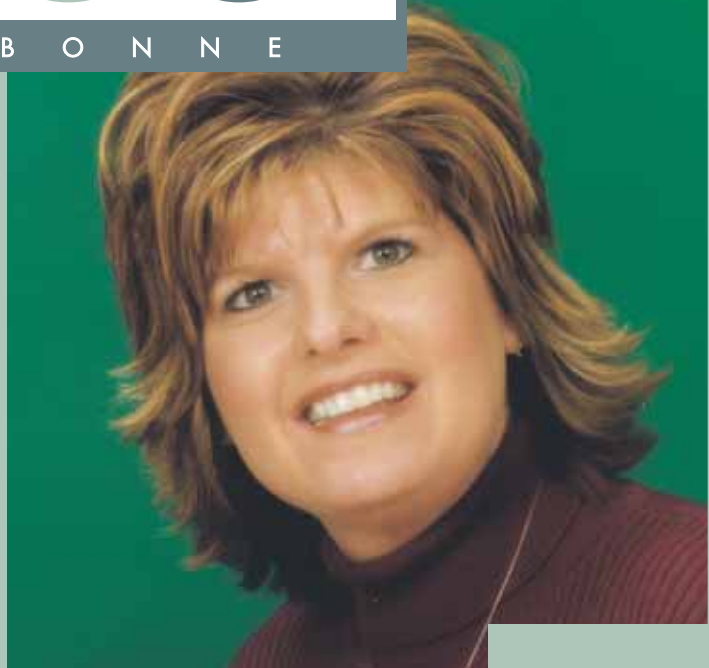


TAKE A DREAM AND MAKE IT COME TRUE

As a successful salon owner of seven years, I thought my dreams had already come true. Little did I know what was ahead of me when I finally tried that Arbonne skin care sample tucked away in the bathroom drawer.

Working in the salon six days a week, often 12- to 14-hour days, for the past 19 years, has given little time for my family and friends. What is the pay off? If you never see your family and friends, why should a person work so hard? I am finding out there is more to life than work. As my mom says, "Your little girl is growing up way too fast and you are missing out on so much." She is so right. My mom always said that if you are going to do something, do it right or do not do it at all. I must admit I did not always listen to mom. But, this statement has always been stuck in my head. I do put everything into my work. I want to go to the top. I do not want anyone or anything to stop me. Anything I have ever wanted, I have always worked hard enough and received it.

Motivation is the key. Self-employment requires people to be motivated. I remember telling my sponsor, ERVP Amy Rudkin Burd, that I did not have time to do the business. That was a total mistake. She shared her story with me, and that is what got me motivated.



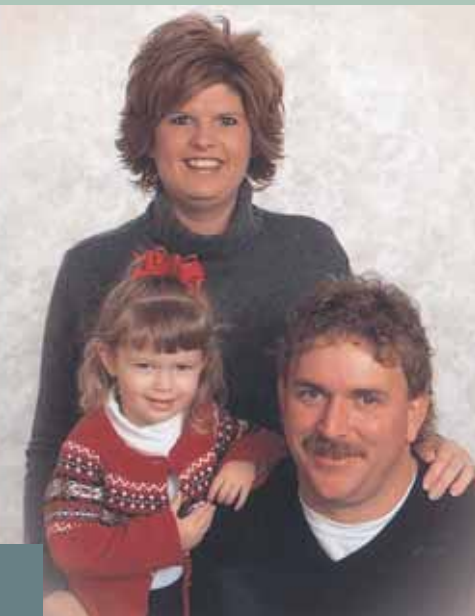
teresa ludwig
Independent Consultant, Regional Vice President
Teresa Ludwig Region; Nevada, IA

I started using Arbonne products in early December of 2003. People started noticing a difference within a month. That is when I knew that Arbonne was different. My skin started feeling different from the very first application. This was my opportunity to start talking about Arbonne. In early February, AM Julie Shickell asked for a sample of the product. While I was ordering the skin care samples, my husband, Shawn asked me what I was doing. After telling him I was just ordering a few samples, he said, "You already work 12- and 14-hour days and you want to start another business?" I just smiled at him.

After starting the business in February, Amy called to tell me I was a couple hundred dollars away from hitting first step DM. I believe

continued ...

Teresa with her husband, Shawn and daughter, Camryn Rose.



Teresa and Shawn's daughter, Camryn Rose.



Future ENVPs Camryn Ludwig and Maddie Rudkin testing out the Mercedes-Benz.

success strategy:

“Those who achieve success are those who take a dream and make it come true.”

my reply to her was, “Amy, what does that mean?” At the end of March, I finished District and also hit first step Area. At the end of May, I finished Area. The checks were looking really good. I kind of coasted for the next three months. After attending Amy’s car presentation, I knew I could not stand still any longer. The next month (October), we hit first step Region and second step in November. I had been waking up in the middle of the night thinking about Arbonne for months, but not like I did in the month of December. The last two weeks of December were very scary. We had to finish, and we did — on New Year’s Eve. What a way to end the year.

Once I started using the Arbonne products I was so amazed at how my skin felt, that I could no longer keep this a secret. I started telling everyone about it and in 11 months, my awesome team and I, created the Emerald Ambition Region. Emeralds are very soft and precious stones. Arbonne is a very precious company. When I promoted to Area Manager, Amy gave me a beautiful emerald necklace. My team is very ambitious. I am proud to say there will be a few more RVPs in Iowa driving Mercedes-Benzes soon. My initial goal of becoming an RVP was set for April of 2005, before going to NTC. I told everyone that this was when I would get a Mercedes-Benz. That made me accountable.

First to my husband, Shawn: Thank you for allowing me to take this journey. You have always supported me in everything I have wanted to do; we both know where our goals will take us. Without you, this could never have happened. Thank you for being a wonderful husband and the best daddy Camryn could ever ask for. I love you very much!

To my beautiful daughter, Cami Rose: You are my ultimate miracle and dream come true. You are so precious to me. You have many little angels watching over you and keeping you safe. I cannot wait to be able to tuck you in every night. You truly are my biggest *Why*. Do not ever forget, I love you!

To my sponsor, ERVP Amy Rudkin Burd: Thank you for not giving



Teresa with her sponsor, ERVP Amy Rudkin Burd, picking up her new Mercedes-Benz.

up on me. Your fax machine has definitely helped me out a ton. You are an awesome role model. Thanks for holding my hand through the business end of our new and exciting venture.

To AM Julie Shickell: You are my best friend and partner-in-crime. With you beside me, you have given me the extra push I needed. I cannot wait to see you driving your new Mercedes-Benz. All of the Arbonne late nights will pay off.

To AM Jennifer Hill: When you put your mind to it, you mean business. It will be so great not to have to go back to work after your second baby is born.

To AM Angie Utterback: Wow, how did this happen so fast? You are a very determined and ambitious person. I am so glad to have met you. Start thinking about what Mercedes-Benz model you want to drive.

To all of my incredible DMs and Managers-in-qualification, Joey Benson, Heidi Drees, Mary Fribley, Denise Junod, Mary Jane Kaldenberg, Shawn Ludwig, Molly Redenbaugh, Tim Shickell, Nita Upchuch, Stephanie Weaver, Alesha Whitmore, Jaci Collum and Ledah Paysen: I thank you all from the bottom of my heart. You all know where you want to be. Hold on to your dreams and make them come true. You all mean so much to me.

To Founder Petter Mørck and all of the Home Office staff: Thank you so much for this wonderful opportunity. President Rita Davenport, your phone calls are always welcomed. Thank you.

Always remember: Those who achieve success are those who take a dream and make it come true.

Some of the Emerald Ambition Region at a team meeting.



Teresa and AM Julie Shickell.



AM Julie Shickell, Teresa and DM Heidi Drees.

