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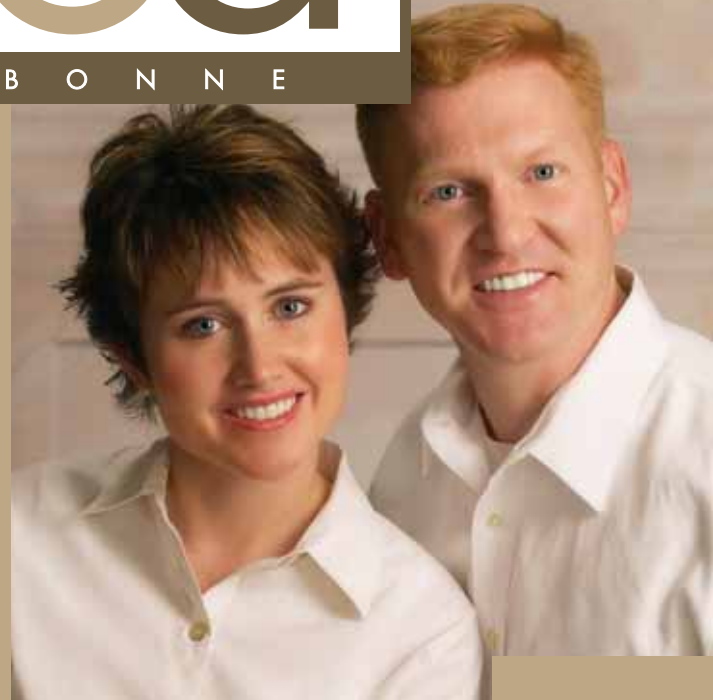
E Y E O N A R B O N N E

SOMETHING VENTURED, SOMETHING GAINED

To have a successful Arbonne business, you have to give up something to gain something. For me, that something was fear! A business like this can be intimidating. There are too many instances that can induce a fear of rejection, being made fun of, not succeeding and failing. Too often people would rather refuse a life-changing opportunity just to avoid these encounters that could bring out the worst of their fears. Would you give up the possibility of a better life just to sidestep your fears? If you could gain a fulfilling life of working a limited, flexible schedule and having the potential to earn great money, would you be willing to give up your fear? If so, keep reading!

Few people have the privilege of being sponsored by ERVP Jerry Nichols. Mark and I have that privilege. Jerry is one of Mark's best friends since childhood. We saw Jerry's success in the financial industry and knew he was giving us a great opportunity to change our family's life. So, we decided we would do what Jerry told us to do. It has been a great ride.

We were first introduced to Arbonne products by Jerry's wife, ENVP Rachele Nichols, in October 2003. At the time, our oldest son, Everett, was about 6 weeks old. My desire was to take some time off from working until he was 1 year old. Little did I know that I would be writing my *Eye on Arbonne* success story when our second son, Clayton, was 6 weeks old. After Rachele introduced us to Arbonne products, we started buying our personal care products from Arbonne, products that we normally would have purchased elsewhere. However, it was not until we caught the vision for the opportunity that we "Arbonnized" our home and started to see some dramatic changes in our physical life. Mark enjoyed significant



charlotte & mark
mccullough

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results after using the Bio-Nutria Optimal Digest supplement and continues to take them to this day.

Not only has Arbonne given us the potential to change our lives physically and financially, but also personally. President Rita Davenport often says that Arbonne is a self-improvement company disguised as a skin care company. ENVP Rick Teague says that you need to work on yourself first and then your business. I have found both of these statements to be true. Arbonne has helped me to better see and use my God-given talents. The skills I gained in corpo-

continued ...

The McCullough family: Mark, Everett, Charlotte and Clayton.



Charlotte, Everett, Mark and Clayton with the Mercedes-Benz.



success strategy:

“ Conquer your fears because without fear, you can do anything! ”

rate America were important. The ones I have gained from building an Arbonne business have changed my life. The first thing I learned on this great journey was to find my own dream and write it down. The power of the written word is amazing. After you determine your goal, start implementing your plan. I always schedule my Arbonne time. When it is time to work on Arbonne, it is my sole focus. I also schedule time that is dedicated to other aspects of my life besides Arbonne. The wonderful thing is that this business is made to fit into and around your life.

I know that some people who are reading this story are thinking they cannot do this type of business. My response is, “Yes, you can!” It is a simple business. The basics build businesses! The basics of an Arbonne business are goal setting, executing your plan and doing Presentations. If we are just willing to get out of our comfort zone, we can do amazing things. Where else can you raise children, set your own hours and have the potential to replace your salary many times over?

In building the business, our team focuses on the two-on-one Presentation. The two-on-one Presentation involves bringing your sponsor along to meet with your prospect. We simply schedule some time to go over a short Presentation about Arbonne’s great products and how to potentially earn income. Our group also does a lot of Presentations over the phone. I personally love the 20-minute phone Presentation. Since many of our team members have children, we also do Presentations at fast food restaurants. There, the children have a great time of play and we can discuss a great opportunity. To my knowledge, our record for the most number of children at an Arbonne Presentation is 12!

Our Arbonne success would not be possible without a great team. To my very first business builders, EAM Debbie Yurashek and EAM Marla Freeman: Thank you for starting with me when I did not even know what to do myself.



Charlotte with EAM Janice Pomroy, President Rita Davenport and Mom, AM Shirley Albertson.



The McCullough Region at Charlotte's car presentation.

To my mother, AM Shirley Albertson: You soon followed us into the business and quickly became the best at giving Presentations. I am so proud of you and I love you.

To EDM Sheri Conant: You have the most inspirational story. I cannot wait to read your *Eye on Arbonne* success story entitled, “How to build a business when you have six children and your husband is serving our country in Iraq!”

To EAM Dana Hartgraves and AM Melissa Caston: You have always kept me moving. You are great team builders!

To everyone else on our growing team: Thank you, this would not be possible without each and every one of you!

To our incredible sponsors, ENVPs, Jerry, Rachele and Dorothy Nichols: Each of you have been an inspiration in our Arbonne business and our lives.

To my husband and business partner, Mark: We could not be RVPs without a team effort in building the business and taking care of our children. You always kept me going even when I was discouraged. Thank you for reminding me how Arbonne changes lives!

Finally, I want to give all glory to God. I can do all things through Him Who gives me strength!

Members of the Dorothy Nichols Nation at monthly Tulsa, Oklahoma opportunity meeting.

