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EYE ON ARBONNE
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NEW NATIONAL VICE PRESIDENT

CARLEETA NELSON

A DREAM REALIZED

IN CANCÚN

Nation: Challenge Seekers
Norman, OK

Arbonne has been an incredible journey for me these past 19 months and has certainly made my dreams come true! Imagine this ... standing on a white sand beach with all your friends and family present, with the full moon reflecting off of the ocean in the background while Arbonne's Founder, Petter Mørck presents you to a crowd of Arbonne peers as the newest NVP. That is exactly what happened to me while in Cancún this past September ... on an Arbonne-paid vacation! I feel as though I am living in a dream world that only the "lucky ones" get to dream about.

I was introduced to the Arbonne products 14 years ago and fell in love with the results that only Arbonne products can produce. I attended an Arbonne Presentation hosted by my sister, AM Kim Barton; I had never heard of Arbonne and certainly had not intended to buy anything. All I bargained for was good food and a good time. What I ended up with are the best skin care products I have ever used on my face ... with visible results. When I moved away to Norman, my biggest problem was finding a regular supplier to fulfill my Arbonne needs. Now, just 19 months later, the city of Norman has several Arbonne Consultants. It is amazing how Arbonne is exploding as a company! I was so blessed when I met my friend and neighbor, ENVP Martha McIntyre. She met my skin care needs and gave my family the best gift anyone could have ever given us: Freedom of choice.

Rita always says, "Success is living life the way *you* choose." I always thought my family was a success until I found myself becoming more and more restless, having to ask for permission to attend my children's activities. I realized someone else had the ultimate control over how much time and which activities I got to enjoy with my family. I loved my job description; I just wanted it on my own schedule and terms. I was working as a pediatric advanced practice nurse.

When I met Martha, I wanted the products but nothing to do with the opportunity she kept offering me. I knew that she was successful as a stay-at-home mom in her Arbonne business, but could not see myself as a professional with a full-time career benefiting from this business. It wasn't until I went to a car presentation for ERVP Jackie Mammen, that I saw other former healthcare professionals, such as ENVP Joyce Owens and ENVP Deanna Herrrin. They shared their stories of success that had allowed them to retire and be home with their children. I caught the vision that night and will be forever grateful to Jackie and the other NVPs that shared their story with us that evening. As Rita says, "You don't get into Arbonne, until Arbonne gets into you." Boy, did it get into to me! I was so excited about the endless possibilities and shared my excitement with everyone. That same excitement built me an Arbonne business at a record pace!

My goal was to become an Area Manager to help alleviate the massive amount of overtime my husband worked that stole time away from our family. Little did I know that my enthusiasm, and commitment to that goal, would push me to RVP in just five months from my start date! At the time, I had no clue how I got there.



Phillipe and Carleeta in Cancún, Mexico.



The Nelson's and McIntyre's on vacation in Cancún, Mexico.



Lyndsey, Carleeta, Blake and Phillipe in Cancún, Mexico.



ENVP Martha McIntyre, Founder Petter Mørck and Carleeta at the ASAP Cancún 2004 trip during the VP dinner reception.



ASAP Cancún 2004 trip attendees with their families.

Everyone kept saying they wanted to hear how I did it so fast. I felt so bad, when all I could say was, "I don't know, I just worked hard!"

Now, 15 months later I can tell you that hard work combined with commitment and being "coachable" is what I owe my swift success from Consultant to NVP too. In the beginning I trusted Martha and did *everything* she told me to do. She plugged me into the system that has been proven over and over again. Book your six to 10 classes, listen-in on the conference calls and the training tapes; attend every meeting and training within driving distance. Spend time in self-development and work your business full time or part time, but work it consistently. *If you treat it like a hobby it will cost you money like a hobby.*

My commitment to "do this no matter what" took me over the bumps that I hit along the way. There were days that it would have been easier to quit, and if I had not made that level of commitment early in this process, I might not be writing this *Eye on Arbonne* story today. As John Maxwell says in his book, *Today Matters*, there is always a price you must pay to be committed, but you must also realize that there is a price to be paid for *lack* of commitment. I made sacrifices and missed events that my children and family had, but I am now reaping the rewards of staying committed. The price is well worth the prize!

I was "coachable," committed and worked hard to get to RVP. I continued to work hard and stay committed to *my* business. What I lacked as an RVP was the generosity to help someone else believe he or she could obtain the same success. I was about to kill myself using the same formula that got me to RVP. At NTC 2004 Texas, I looked at my team of District and Area Managers and realized I had a team full of RVPs and NVPs looking up to me, they just did not have their title. I realized then, "I" could not work hard enough to get me to NVP. I had to help my team become successful and then and only then would I become an NVP. Our compensation system is

set up such that until you help someone else succeed you do not reap the full benefits this company has to offer. Your prize for helping someone else is to become an NVP!

Sometimes having dreams is so painful that we stuff them away in some dark corner so as not to have them staring at us every day. Throughout my nursing career, I always said I never wanted to be a stay-at-home mom. I now realize, I said that to protect myself from the pain of that dream. I knew I was a huge contributor to my family's income. It was never going to be cheaper for me to be a stay-at-home mom than it was for me to work. Even when I became an RVP last year, I did not let my mind entertain the idea of quitting my job. At the end of my first month qualifying for NVP, I turned in my notice to quit. It was not until then that I knew I was going to be able to live the dream of being home ... the dream that had been there all along.

Financially, I could have afforded to quit before now, but until my belief grew in myself to sustain this business, I was afraid to let go of that job "security." What NVP looked like to me, was a mom who got to stay at home with her children while still being successful. Then and only then, did I reward myself with the ultimate gift: Time with my children.

To Petter Mørck: Thank you for loving us enough to share your vision for products of this quality and in such a way that enriches so many lives. To Stian: I am most certain you have made your father proud as you have helped to guide this company through this phase of explosive growth. To Rita: You have given of yourself to keep the spirit of Arbonne alive as we grow from a family business into a multi-million dollar company in the near future. The love you demonstrate to each and every one of us is felt like a "warm hug" every time you speak. To Candee: Thank you for making my week in Cancún unforgettable! You work so hard for us all. No one can

continued ...

success strategy:

“ Until you have helped others succeed, you do not win the prize of being NVP. ”



Carleeta with Sr. VP Product Development & Marketing, Candace Keefe in Cancún, Mexico.



ENVP Martha McIntyre, Carleeta and ENVP Neta Irwin at the ACE Dinner at NTC 2004 Texas.



Lyndsey and Blake in Cancún, Mexico.



Carleeta and Phillippe with Arbonne President Rita Davenport at the ACE dinner at NTC 2004 Texas.

duplicate you or your enthusiasm about these products and this company. To Shane: Thank you for helping our dreams come true at all of the events you prepare ... they truly make us feel like royalty. The Home Office staff is amazing. To VP Support: You all are the nicest, most professional people in the world! I tell everyone they need to become an RVP just to get to work with you guys!

To my friend, ENVP Martha McIntyre: Thank you. I always tell potential Consultants to thank the person that is offering them this *gift*. This accomplishment is the direct result of the leadership you have provided me. You have been my faithful copilot. To Bret, Lauren, Cale and Blake Mac: You have been my cheerleaders and I look forward to the many family vacations and memories we have yet to make with Arbonne. Thank you for sharing your mom with me when I needed her.

To the others who have supported me with coaching, training and words of encouragement along the way, ENVP Neta Irwin, NVP Carol Egleston, ENVP Cecilia Stoll, NVP Linda Parker, ENVP Cindy Pipkin, ERVP Jackie Mammen and others: Your willingness to share your knowledge with others that you personally do not financially benefit from, is why Arbonne is a success.

To my sister-in-law and new RVP LaGenna Betts: You amaze me with what you have done with your Arbonne business. Living in Tennessee, you had to act like an RVP from the day you signed on as a Consultant. I have loved sharing this with you and learning from you!

To RVP-in-qualification Tammy Clinton: How do I thank you for what you have brought to my team and life! I love you, friend. You have touched so many lives in Arbonne with your organization skills, helping heart and loving spirit.

To my AMs Beth Gagliardi, Christine Cleveland, Annette and David Jacks, Heather Favelo, Sherry Craig, Glenda Free, Chris Wahlstedt, Sandra Presley, Tammy Higginbotham, Kim Barton, Louisa Bilyeu and LaVonna Nelson — you all are RVPs-to-be. Each one of you represents the qualities of belief, desire and team spirit! You will all be RVPs soon!

To my DMs who face your challenges fearlessly and continue to seek out the next challenge that will help your business grow. Your perseverance and excitement keeps us all going up! I love you all.

To all of the Consultants and wholesale buyers on our team who continue to love and share our products: I thank you for your continued support. You all are so important! My dream is that someday you allow Arbonne to be the vehicle that enables each and every one of you to change your family's life as it has mine.

To my family and friends who supported my business by hosting Presentations, finding business builders and sharing their positive results about our products: Your support and friendship is what has kept me strong in this business.

To my children, Lyndsey and Blake: You are my *Whys* that gave me the strength to persevere through anything. Anytime I was down, the thought of "time with you" being my reward is what got me through the day. You two are truly my biggest cheerleaders and never once did you complain if I had to miss one of your events. I love that this is *our* family's business. I love you both the most ... period!

To my husband, Phillippe: Thank you for always being my rock! You never let me get down and stay down. Having you home with our family and being such a strong positive influence in our kids' lives is worth every sacrifice we make. I love you and look forward to our future together, helping others grow and realize their dreams!

Finally, but most importantly, I give God all the glory. Without His guidance and grace I could not have experienced this kind of success. I am truly humbled by His blessings.

Carleeta with her team at NTC 2004 Texas.



Oklahoma City Nation picture.