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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
EXECUTIVE NATIONAL VICE PRESIDENT

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FORTUNATE ENOUGH

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I have to begin my story by thanking an outstanding team of leaders who are passionate about helping, teaching and training others.

NVP Holly Warnol stated in her *Eye on Arbonne* story, "Any success is ultimately a blessing from above, but I have heard it said that getting to District is all about you, getting to Area is mostly about you, getting to Region is very little about you and getting to Nation is not about you at all."

I am fortunate to have achieved the "title" of ENVP, but really that "title" has nothing to do with me. It is impossible to become an ENVP without an outstanding team. So, thank you to each and every VP, Manager and business partner in our Nation. This story would not be possible without your efforts.

I was a teacher before we had our son, Ethan, in March of 1997. My partner in business and life, RVP Jerry, had just finished graduate school and started working at a financial services firm. It was his dream job and he was told, "Work like no one else will for five years and live like no one else can for the rest of your life!" Jerry worked 60-80 hours a week at that firm and earned less his first year than I did as a teacher. In order for me to be able to stay home with Ethan, I needed to supplement our income. So, I cleaned houses two days a week, babysat one day and tutored two afternoons a week. This was all done to bring in about \$300 extra dollars a month. How I wish I had known about Arbonne then.

Fast forward almost six years to February of 2003. Jerry had worked like very few people would and was blessed by earning more than we had even expected. That is when ENVP Jodi Whittemore introduced me to Arbonne's outstanding products. I was not looking for a business, but when I found out the benefits of using Arbonne's pure, safe, beneficial products, I was committed to purchasing Arbonne. My sister, NVP Karla Driskill, also saw incredible results and began purchasing Arbonne products.

In August of 2003, we decided to teach others what we had learned about the benefits of using pure, safe, beneficial products. Neither of us had any experi-



Rachele with her father-in-law, Paul Nichols and her mother-in-law, NVP Dorothy Nichols.



Rachele, husband and RVP Jerry Nichols and son, Ethan.



Husband, RVP Jerry Nichols, Rachele, brother, RVP Lance Groenewold, sister-in-law and AM Jacque Groenewold, sister, NVP Karla Driskill and brother-in-law, RVP Ron Driskill.



DM Suki Paxton, EAM Vickie Cook, EDM Mary Eulberg, AM Nicole Moran and Monica Kelly.



ENVP Karla Driskill, Michelle Teague, President Rita Davenport, Chairman and CEO Robert M. Henry, ERVP Rick Teague, ENVP Rachele Nichols and RVP Jerry Nichols.

ence in network marketing or the skin care industry; however, we both had a great deal of experience teaching others. As I mentioned earlier, I had been a school teacher and taught several adult courses. My sister home schools her four children and has taught and continues to teach numerous bible study classes.

For three months, we shared with anyone who would listen to us about the benefits of the products. We had many “buyers,” but by the end of 2003, after averaging eight Presentations each per month, Karla had one committed business partner — our mom, ERVP Connie Helton. I had only one other than Karla, EDM Laura Hardy.

Just when we were discouraged, frustrated and totally maxed out, ERVP Jerry Conti came to Phoenix to speak. He shared the most profound concept that forever changed our business. He said to lead with the opportunity. If someone is not interested in the opportunity, ask for a referral and then share the products with them. Wow, what a concept! We had simply been saying in our Presentations, “Watch me and if you are interested in learning more about what I do, talk with me afterwards.” Then the rest of the Presentation was product, product and more product. No wonder we had people buying the product and not interested in the business. More than 90 percent of our focus had been on product.

I state in my RVP *Eye on Arbonne* flyer that we found out our approach was not a good fit for everyone. I believe one of the main obstacles is due to people’s misunderstanding about what network marketing is. Simply

put, network marketing is a method of distribution. Leading traditional retailers are known to spend 25-30 percent of every sales dollar on advertising, media and other promotions, while network marketing uses those same dollars to reward individuals for “word-of-mouth” promotion. Everyone networks; however, most forms of networking do not allow you to earn income. Let me explain ...

When you buy your shampoo, conditioner, vitamins, cleansing gel, baby gifts, birthday gifts, weight-loss products, sunscreen, shaving gel, lip balm and a number of other personal care products, does the company that you purchase those from send you a thank you check for shopping with them? Probably not.

Now, what if you referred five of your friends to shop there and they referred five of their friends — you would have a total of 30 people shopping based on your referral. Now, would the company send you a, “Thank You” check? Again, probably not, but someone earns and continues to have the potential to earn income from your purchases and your referrals.

So, we ask the question, “If we could show you a way to get pure, safe, beneficial products and teach you how you could potentially earn income,

continued ...

EDM Allison May, Kerry Reed, AM Caren McVicker, AM Ginger Chapple, Heather Johannesen and DM Sandi Gibbs.



success strategy:

“ Build a network of consumers and partners who want to do the same. ”



Maria Vistica, DM Kate Stansky, AM Caren McVicker and DM Kris Gaziano.

by referring friends and family and teaching them to do the same, would you want to hear more?"

We began asking this question in January of 2004 and 12 months later, we built a Nation of shoppers! We have built a network of consumers. Only 3 percent of the population likes to "sell," but almost everyone likes to buy incredible products at discount prices. So, instead of looking for the 3 percent, we are looking for the other 97 percent of people who can benefit from pure, safe, beneficial products and would like to have the potential to earn income.

Building a network in this industry is all about helping others succeed. If you do not like doing that, this business is not a fit for you. I have the potential to be earning an incredible income and every time my paycheck comes, I do a dance at the mailbox. However, that is only one of the outstanding aspects of this business. The friendships I have made and the friends I have gotten to know better are so incredible. Our team is like iron sharpening iron and the key to our success is we look for teammates who can balance us out. We do this by looking for people that have different strengths than our own. I would like to thank just a few of my opposites in this business. Thank you to just a few of the business savvy, retail-wise and male genes who give such unbelievable balance to this team — my hus-



AM Debbie Hoeks and some of her Texas team.

band, RVP Jerry Nichols; brother, RVP Lance Groenewold; brother-in-law, RVP Ron Driskill; ERVP Rick Teague and DM Dale Biosse. Having you on this team makes all the difference in the world!

To the detailed-oriented, ERVP Karrie Woods, ERVP Dorothy Nichols, EAM Nancy Payne and EAM Caren McVicker: Thank you all very much. This team would not be what it is today without your meticulous mindsets.

To my sister, NVP Karla Driskill: We are working like very few will, so we can live like very few can. I love working, giggling and crying with you. Mom, ERVP Connie Helton, what an adventure this has been! Thank you, Michelle Teague for all of your cheerleading when I am feeling too tired to cheer.

To all the Managers and business partners on your way to VP status: Be consistent with your efforts, lead with this opportunity and never give up. Those three items will give you the ability to participate in the Mercedes-Benz Cash Bonus Program and get keys to your white Mercedes-Benz!

Blessings to all of you!

Rachele with her mom, ERVP Connie Helton; brother, RVP Lance Groenewold; sister, NVP Karla Driskill; AM and sister-in-law, Jacque Groenewold and ERVP Karrie Woods.



Some of the Rachele Nichols Nation.