

A professional portrait of Thea O'Donoghue, a woman with short, layered brown hair, wearing a vibrant blue button-down shirt and a pearl earring. She is smiling warmly at the camera. The background is a soft-focus green wall with a white floral pattern on the left side.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT
EXECUTIVE NATIONAL VICE PRESIDENT

THEA O'DONOGHUE

LET FREEDOM RING

Independent Consultant, Executive National Vice President
Thea O'Donoghue Nation; Hinckley, OH

I was working in corporate America when I received a phone call that changed my life. From the moment I was introduced to the concept of network marketing, it got my attention. I did not fully understand what it meant, but the idea of being my own boss, setting my own hours and having a great earning potential really fired me up!

A skin care consultant from another direct sales company called me because my cousin had given her my name. Thank you, Pat. She thought I could use some extra money. Yes, I could! The consultant and I met over a cup of coffee. She shared information about her products and the related business. It sounded great but I was scared. I had no confidence, no money and no time. In spite of those feelings, the consultant sponsored me with one closing statement, "I believe you could be really good at this." Away I went with the kit asking myself, what have I done? When I got home I put the kit in the closet. I did not touch it for weeks until one really bad corporate day. Ugh! I was fed up and mentally exhausted from the pain of being poor and the guilt of leaving my children at daycare everyday. I said to myself, "Thea, you need to make a change!" And I did. Later that day, I scheduled a Presentation with the maintenance woman in my apartment complex. In the party room of our complex, I presented my products to 24 women who brought their children. The kids loved dipping their little fingers into the products. What a night! It would have been the beginning of the end of my short-lived network marketing career if it were not for one angel. She handed me her \$20 order and scheduled a Presentation. From her Presentation, I scheduled more and more! Being in debt gave me a perspective that worked to my advantage. My feeling was that everyone needed money. I was immediately comfortable sharing with people how to make money rather than how to spend it. With a full calendar and some newly sponsored consultants, I quit my 9 to 5 job, and never looked back.

I built a successful organization and stayed with that direct sales company for 13 years. In fact, I was still with them when I got another phone call from someone who recommended I try Arbonne products. At first I was defensive but decided to give them a try. When I did try the products I was blown away! I could not believe the quality and the results! I knew right then I needed to be a part of this company called Arbonne, but I was nervous to make a change. Then in 1987, Olga Guistino, my eventual sponsor, introduced herself via her business card and that led to my decision to join Arbonne. The rest, as you probably guessed, is Arbonne history.



Fulton and Thea at the Ace dinner, NTC 2002 Long Beach.



Thea and her husband Fulton surrounded by their family. **L-R:** Son-in-law Craig and wife Chris (twin) with their three sons, Noah 7, Joshua 2 and Tobias 4 weeks old (Thea holding Tobias); **L-R top back row:** Son Daniel (twin) with his wife Michelle and their daughter Sierra, 9 and son Gabriel 4 and Fulton, (Thea's husband). **Far right:** Son John and his wife Erin with their daughters, Elizabeth and Rachel. (Daughter Erin not pictured in photo.)



All in the family: Daughter RVP Chris Hastings and sister RVP Faith Lightfoot with Thea.



AMs Coleen Maglio, Ceil Kroskewicz, Amy Brook and RVP Chris Hastings.



NTC 1987: ENVP Phoebe James, Judy Dempsey, Thea and ENVP Donna Johnson.

My story is just one of many telling about the men and women who are now living the American dream because someone thought enough about them to make a referral. Our Arbonne business is not just about us! It is about giving someone else the opportunity to change their circumstances. Success with Arbonne can mean so many different things to so many different people, like: bringing parents home, saving marriages, clearing debt, gaining the means to own a home, having the opportunity for early retirement, being able to travel, achieving better health or personal development and feeling good about oneself! It is truly the gift of freedom! For me, freedom took on an even more personal meaning when my grandson Joshua developed some serious health challenges. Arbonne was an answer to my prayers for my daughter, now RVP Chris Hastings. Because of the Arbonne business opportunity, she was able to leave teaching for good and pursue a career that enabled her to be home with her sons Joshua and Noah.

Is there anything holding you back? If there is, I encourage you to set any personal fears or reservations aside. Focus on the person you are offering this life-saving opportunity to and how you can be the catalyst to help them change their circumstances. Let your phone call be the ring of freedom!

So what does it take to build an Arbonne business? You do not have to be in this industry very long to realize that the secret to network marketing is ... there is no secret. It is a business of basics and can be as simple as following these few rules:

1. Schedule group Presentations: My philosophy has always been that you want to meet the most people in the shortest amount of time.

Why not share your products with five or more people together rather than one at a time? As a single parent I needed to get the most out of my time spent away from my children. Group Presentations result in more energy and increased opportunities to schedule more, sponsor more and sell more.

2. Keep it simple: People will not want to do what we do if they think it is too difficult. This is a business based on simple duplication. What we do is what we teach! Your results will be a reflection of your system.

3. Share all the options: Without fail I have always shared all the options. Sometimes we might get one shot at creating interest with a prospect. We have three great opportunities. People can host a group Presentation, become a Consultant for personal use, or become a Consultant to build a business. Get people involved and they will evolve to the level of interest they desire! Our job is to create vision for others!

4. Ask for referrals: I was a referral twice! Build your contact list in a big way by getting to know other people's warm market. The average person knows hundreds of people. Always ask, "Who do you know that might be interested in changing their skin, health or finances?" Use a referral card at every Presentation and offer an incentive when people give you names of people they know!

5. Never pre-judge: I was a young struggling single parent, recently divorced with two small children and a beater of a car. I probably did not look like your typical "business builder." But, I wanted to change my circumstances. Forrest Gump said it best with these words, "Life is like a box of chocolates, you never know what you are going to get." This is a business based on numbers. The cream rises to the top. Ask every person this question, "Have you ever thought about doing what I do?" It will lead to lots of conversation.

continued ...



Arbonne Cruise 2003: Some of the team.



Founder Petter Mørck and Thea at her car presentation in December 1987.



L-R: Thea and husband Fulton, AM Patricia Dorton and husband Bob, RVP Shelley Menduni and husband Carmen, RVP Chris Hastings and husband Craig and AM Lisa Harris and husband Bill.



Thea with ENVP Donna Johnson.



RVP Faith Lightfoot, Thea, RVP Shelley Menduni, RVP Janine Kaltenstein and RVP Chris Hastings.

6. Sponsor up: What does this mean? To me it means that we sponsor people who are willing to do the work. My circumstances had nothing to do with my wants. Many people need Arbonne, but not everyone wants it badly enough. I was fortunate to have sponsored ENVP Donna Johnson several months after joining Arbonne. Donna is one of the most energetic and hardest-working people I know. You want to sponsor people who want this business as badly as you do!

Arbonne has set me on a course toward a glorious destination where dreams are real, everyday events. Thank you Olga Guistino for being my sponsor. You were the answer to my prayer. I value you as my upline and friend. I am so incredibly appreciative of my amazing team! You bring so many strengths and talents to the organization. Although there are too many to mention, I am so grateful for each of you! I am inspired by the hard work and commitment of my promoted VPs: ENVP Donna Johnson, RVP Shelley Menduni, RVP Janine Kaltenstein, RVP Faith Lightfoot (my sister) and RVP Chris Hastings (my daughter). I cannot imagine my journey without any of you on my team. To my husband and business partner, Fulton: Thank you for being my rock through thick and thin! I love you! To my children: Thanks for your understanding and support. You are the light

of my life and have always been my *Why* for doing this business. A special thank you goes to my parents who gave up their dreams and aspirations to raise nine children. You imparted values to me that have impacted my life and business significantly. To my eight younger siblings: Thanks for allowing me to be the "boss" so I could learn the difference between being a boss and being a leader.

To Petter Mørck: Thanks for the visionary ideal of Arbonne! To Inger-Johanna, Petter's wife: Thanks for always reminding me that "change is good." I appreciate the Home Office staff for their dedication and commitment which goes well beyond the call of duty. What an amazing network of people we have in Arbonne.

Area Managers at NTC 2003 Nashville. L-R front: AM Kim Kalman, RVP Chris Hastings, Thea, AM Lorraine Newton and AM Fran Huey. L-R rear: RVP Shelley Menduni, AM Lisa Harris, RVP Janine Kaltenstein, AM Ada Jacobs, AM Peg Seng, AM Diane Ferreri, AM Kathy Porter and RVP Faith Lightfoot.



Thea with sponsor Olga Guistino at NTC 1993 (formerly MTS).

