

A close-up portrait of a woman with dark, curly hair, smiling warmly at the camera. The background is a soft, out-of-focus grey.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

DR. DEANNA OSBORN

# WHAT YOU BELIEVE CAN SHAPE YOUR FUTURE

Independent Consultant, National Vice President  
Deanna Osborn Nation; Naples, FL

Fifteen months ago, I could not have imagined where Arbonne would take me. I did not realize the magnitude of the opportunity that Arbonne offers. I started my Arbonne business because I loved the product but quickly realized it is not just about that. Arbonne is truly a gift ... a gift that improves with time. It is a gift that makes you come back and look at it again and again with utter amazement. Although Arbonne has presented me with many material rewards, the best gifts of all are the people who come into your life. There are so many amazing and wonderful people you meet along the way. I owe my upline sponsor, ERVP Lisa Voorhies, a debt of gratitude for giving me the gift of Arbonne. In doing so, she provided me with the potential to have the opportunity of residual income! With Arbonne I have been able to create a business that has the potential to make money and continues to grow whether I am working it or not. It grows while I am spending time with my children, while I am on vacation, even while I sleep! It is true; I wake up in the morning and I look at WebStats and sure enough, the numbers are higher!

When I first started, I was only interested in offering the great Arbonne products to my patients. I quickly promoted to District Manager without even knowing it. My first paycheck certainly caught my attention because it was enough to apply toward my car payment. Even if I felt as if I had not done anything to earn it, Arbonne obviously thought I did. I began to imagine what I could earn if I decided to actually do the business. Suddenly, I found myself making a list of reasons *Why* I should start an Arbonne business.

There were so many things that the potential for extra income would afford me and my family. For one thing, I wanted to spend more time with my children and really felt robbed of the option until Arbonne came along. As physicians, both my husband and I ran our own medical practice which demanded a significant amount of our time. Having free time was a luxury we were not graced with in abundance. On top of that, my husband and I wanted to be more involved with medical missions but could not leave our medical



The Osborn family Christmas 2003.

Deanna's *Why*, her children: Rachel, Christopher and Lauren.



NVP deanna osborn



RVP-in-qualification Donna Wyatt and some of her team on New Year's 2004.



Deanna, RVP Dana Korn and RVP-in-qualification Karyl Molchan.



ERVP Lisa Vohries, ENVP Carol Waugh and Deanna.

practice and abandon our only source of income, which was not residual. My income from Arbonne would give us the potential to help settle medical school debts, allow for family vacations and provide financial security for our family's future.

But the reasons for doing Arbonne as a business went beyond financial aspects. I could see in it an opportunity to make a profound difference in the lives of others financially, physically, emotionally and spiritually. I came to understand why my upline, ENVP Euphiazene Linder themed her Nation people builders. A big part of what you do in your Arbonne business is build up people. You help them reach a potential that even they did not realize they had. You believe in them until they are ready to believe in themselves. You show them how to conquer the negative and accentuate the positive. You pray with them and celebrate with them and their successes. Then before you know it they become leaders with Arbonne doing exactly for their own what you had done for them. In the final analysis, Arbonne makes us better people by enabling us to help others be better people, who in turn help others who help others and so on. Arbonne is contributing to making the world a better place one person at a time. What a priceless gift that is!

To think that all of this starts with belief. What you believe shapes what you do with the gift of Arbonne. What do you choose to believe about yourself? Do you believe you are a winner? Do you believe you deserve the best out of life? Or, do you believe the negative thoughts that personal hardship or adversity can sometimes create in your mind? What do you choose to believe about your

Arbonne business? What do you choose to believe about your team? Do you believe you will fail or succeed? If you believe you will fail, you will. If you believe you will succeed, you will. It is as simple as that. Once you have trained your brain to believe the positive about yourself, the products, the opportunity, the company and the people you have to work with, then you are well on your way to achieving anything and everything you ever dreamed possible. All that matters is what you believe.

I thank God every day that I have the strength of belief and conviction to help make me successful in anything I endeavored. That is the root of my success, along with so many other wonderful things. First, I want to give the glory to God for all the blessings He has showered on us. We have been faithful in praying and He has heard our prayers.

Next, I want to acknowledge all the wonderful people in my life. To my husband and partner, Chris: Thank you for your abundant love. You have sacrificed your precious time to make this happen. I know you will agree that it has been worth the sacrifice as I now no longer have to go out at night to do a class if I choose not to. We worked so hard in going for Region that we cruised through Nation riding on the work done for Region! To our beautiful children – Christopher, Lauren and Rachel: I know you have had to endure a couple of nights a week without mommy. Just remember, you are one of my biggest *Whys* for doing the business. To my mother: Thank you for teaching me two very important things growing up.

*continued ...*

RVP Dana Korn with some of her team at her Mercedes presentation.



## success strategy:

“ Love people unconditionally and always look at the bright side of every situation. ”



Deanna with AM Dr. Kelly Burwell, DM Karen Miller, RVP Kim Dowlen, DM Tracy Jackson, RVP-in-qualification Becky Potterbaum and DM Roeletta Eicher at NTC 2003 Nashville.



Deanna with ENVP Carol Waugh, ERVP Lisa Voorhies and RVP Dana Korn with some of Dana's team.



L-R: AM Rochelle McLeskey, RVP Cathy Tyler, AM Susie Miller, RVP Sandra Hicks, Debbie, DM Joanne Snider and RVP Genevieve Skory.

The first is to always look at the bright side of every situation. Find it no matter how terrible things may seem. The second is to love unconditionally. I always knew growing up no matter how badly I messed up, I was still loved. Mom, thank you for teaching me how to extend your gift to others. You are the best and I know you will be in a white Mercedes-Benz in 2004!

To my upline sponsor, ERVP Lisa Voorhies: You are awesome. You have been an incredible source of encouragement and wisdom to me. I am so glad that God brought us together to pull from each other what we did not have on our own in order to create something bigger and better than either of us could have imagined! ENVP Carol Waugh: Thank you for the support and encouragement you have given me personally and for all the encouragement you have given to my team. ERVP Sharon Metzger, ERVP Michael Anderson and RVP Danielle Solley: You have helped so much to train and encourage my team. Thank you. To my RVPs Kim Dowlen, Dana Korn, Becky Potterbaum and Linda Heffner and my RVPs-in-qualification, Karyl Molchan, Donna Wyatt and Brenda Rhodes: You will be NVPs in 2004! To all of the AMs and DMs who share my vision: Thank you. To my entire team: What an incredible group of women I am together with! You are a group of women who are always there for each other. I cannot believe how many we have become. I know that there will be countless Mercedes-Benz car presentations in 2004 and several Nation celebrations as well!



Deanna and ENVP Carol Waugh with some of Deanna's team at NTC 2003 Nashville.

Lastly, to this incredible company called Arbonne: Thank you for making this dream a reality for so many people by giving us the vehicle to dream again. I am proud to be associated with such a company. To our incredible President Rita Davenport: Thank you for leading by example and for being an outstanding role model for all of us. I aspire to become more like you in thought and ability.

Prior to Arbonne, I was stuck in a place where I had stopped dreaming. I saw no other option than to practice medicine 9-5, five days a week, for the rest of my professional life. I now have the freedom to choose and the opportunity to create a life even beyond my imagination. Thanks to Arbonne, this is a dream come true!

Deanna with husband, Chris during ASAP Atlantis 2003 trip.



Deanna, husband Chris, son, Christopher and Consultant Michelle Clark with Davidson Academy students on a mission trip in Mexico.



Deanna with President Rita Davenport during ASAP Atlantis.

