

## CHOOSE YOUR FUTURE

The first few years of my 14-year stint in the software industry were exciting and fun. I woke up early every day feeling good about where I was going, knowing that I was destined to make a difference. Within a couple of years, I found myself disillusioned. The long hours, the grind, the pressure and the stress began to make me feel weary of my daily existence. I was consumed with the demands of projects and tired of the long hours and the excruciating travel. I found myself unfulfilled and miserable with my work and worse, I felt resigned to the idea that I was powerless to change my circumstances.

My husband, Jonathan and I had always agreed that when we started our family, I would stay home. We were clear that we would need to make sacrifices as our income would be greatly diminished. Though the decision to be home with my newborn son was a joy, the choice brought with it another kind of stress. We were required to make some fairly dramatic lifestyle changes. As much as true happiness came out of being home with my family, it was clear to us that in order to create the life we wanted and fund the education our children deserved, we needed to generate more income.

When our children were about 2 and 4 years old, Arbonne entered our lives. Around that time, Jonathan and I had been strategizing on how we could change our financial circumstances. Not only had we been forced to give up many things, but our debt level had started to rise. Stress about debt and about how we were going to break free from our deteriorating downward financial spiral had become our number one conversational topic. The very real possibility of having to rejoin the corporate rat race and leave my precious babies in a daycare loomed on the horizon.

But as I delved into an in-depth examination of the Arbonne business model, it became clear to me that network marketing was a way to literally break free from the shackles that bind most of us throughout our careers. If I were strategic in building my Arbonne business, eventually



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I would no longer have to continue to trade my time — my very life-force — for money. The power of this concept took a while to sink in. But, as Jonathan and I grasped what would be possible for us if freed from the time-consuming necessity of generating income, we became laser-focused on creating this reality for ourselves.

I built momentum quickly and finished qualification for Area Manager in just 90 days, but then I remained at that level for nearly a year. Although I believed in this opportunity, I struggled with whether I really deserved to have it all. My epiphany came at an intensive Arbonne retreat. I left that event completely transformed. I finally understood that I was not only worthy of this opportunity but that my team was worthy of me being better than I had been for them. It was my choice and obligation to step up and take the reins of my life and live it purposefully. I

*continued ...*

Jonathan and Heather.



Heather's sons: David and Jordan.



ERVP Cheri Geers and Heather.



## success strategy:

“ The higher you climb,  
the farther you see. ”

began to build momentum again as I stepped into a leadership role. My team started to grow and flourish because I was both inspired and inspiring. I was living my life on purpose. I knew where I was going and my vision about that destination was crystal clear.

This business can transform your life and the lives of those around you. It allows you to create a company of your own that frees you from the brutal necessity of having to trade your days and hours, and indeed your very life-force, for a paycheck. Imagine for a moment what is available to you and your life when you climb to this height of existence. What can you see now? Is the view not absolutely breathtaking?

There are many to whom I owe a debt of gratitude for giving me a chance to experience my own unobstructed view of the future. I am lucky to have them in my life.

To ENVP Tory Brandt: Thank you for all you have done to encourage and support my business and my team.

To NVP Gina McMurry: Thank you for showing me I could do this!

To my very special friend and sponsor, EAM Bonnie Friedenbach: I would not be here if it were not for you. I will forever be indebted to you for sharing this gift with me.

To my dear friend, ERVP Cheri Geers: Your support and selfless giving of your time, energy and spirit have forever changed both my business and my personal life. I love you!

To EAM Michelle Delli-Santi: Your wisdom and support in both my life and my business is serious medicine for me. You are a gift to my life that I treasure beyond the distances to the stars.

To EAM Gloria Sevey: You have been a guiding beacon in my journey and have always been an inspiration. You are an amazingly powerful woman with a spirit that glows. I am so glad that we are doing this together and I look forward to a lifetime of fun and family as we soar to the top!

DM Kristin Frank, AM Gloria Sevey, Heather, AM Michelle Delli-Santi and DM Jill Hourigan.



ERVP Cheri Geers, DM Joan Smith, DM Jennifer Peterson, Heather, Naomi Palmer, Deb Muller, DM Tracy Devincenzi and ENVP Tory Brandt at ACTnow Bellevue.

I want to applaud my entire team for their hard work. To DM Jennifer Peterson: I miss you! To DM Joan Smith: I cannot wait to attend your Mercedes-Benz car presentation. To DM Stephanie Kingdom: You balance me — thank you! To DM Tracy Devincenzi: You rock! To the rest of my DMs and Arbonne Independent Consultants: This accomplishment required a group effort and I thank all of you from the bottom of my heart for your support and encouragement.

To my beautiful sons, David and Jordan: Thank you for your patience when I had to work a little more than we all would have liked.

To my amazing husband, Jonathan: Your belief in me, unwavering commitment to our family and our life together shows in everything you do, and in every fiber of your being, and inspires me to succeed. You are the most amazing husband and father to our children and my life would not be happy if I could not live it with you.

Heather, EAM Gloria Sevey and EAM Michelle Delli-Santi.



EAM Bonnie Friedenbach, ERVP Cheri Geers, Heather, ENVP Tory Brandt and NVP Gina McMurry.