

AN ATTITUDE OF GRATITUDE

How grateful am I to God above that Arbonne was introduced to my family when I was only 14. When I look back at how awesome it was to watch my mom build a successful home-based business with Arbonne, I realize that my upbringing served as the perfect training for a bright future with Arbonne. I was in the right place at the right time to witness firsthand as my mom educated people about making better choices, grew a strong repeat customer base and earned a residual income that secured our family's financial future. As a family, we were able to share in her Arbonne success through the adventurous trips we took together and the various gifts we received. When I turned 19, I thought signing up as a Consultant sounded like a fun and challenging endeavor. I was looking forward to my journey of personal and financial growth. Looking back now, I don't think my *Why* for doing an Arbonne business was strong enough. That did not prevent me from reaching District Manager. Unfortunately, I stayed at this level for the next five years. It was not until circumstances in my personal life changed that I re-evaluated my *Why*.

I had to examine whether I was doing this because my mom wanted me to or if I was doing it because I wanted to. I debated whether I should go back to school and get a teaching degree, or seriously pursue Arbonne and work toward acquiring a team of business builders. When it came right down to it, the freedom, flexibility and unlimited income potential with Arbonne outweighed any other alternatives. Having the words, "You'll never make Area Manager," ringing in my head from my past definitely helped me make the right decision. Welling up inside of me was an "oh yeah, just watch me!" attitude and that's when my *Why* became very strong and clear. Four months later, I promoted to Area Manager.



lisa phelps-crume

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Over time, my team grew steadily and consistently. It is so wonderful to look back at the development of my team. It is so satisfying to see the effort put in by each and every one of them toward stepping out of their comfort zones. It is no coincidence that we have joined each other on a journey to spread the word of the benefits they can receive from the awesome Arbonne products. It is such a joy to bless people with an opportunity to gain personal growth and the potential for financial peace from a home-based business like Arbonne. Of course, the journey is not without its short-lived disappointments. In my case, I was disappointed in going into first step qualification for Region twice before finally making it all the way. But my disappointment only reinforced my determination and drive.

Reaching your goals requires you to change the person you are. You have to keep your focus and not lose heart. You

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Lisa's children: Jerrine, baby Jordan and Jaylen.



Lisa with baby Jordan.



Lisa with husband Ron on Arbonne cruise 2002.



success strategy:

“Live each day with an attitude of gratitude, knowing that it's up to you to make the choice to face new possibilities every day.”

must learn to visualize yourself being successful already every single day. You must lead your team daily in momentum-building activities, motivating them to stay positive. I always share my memory of being in the Parade of Champions four years ago and receiving a bottle of champagne specifically labeled for us. I tell my team that I started to visualize the day I would open that bottle of champagne in celebration of my Mercedes-Benz car presentation. Through the power of positive thinking, that day has arrived!

My team is the best. I have definitely sponsored up. They all live up to our Region's theme, helping hands. Since they are the main reason why I am even in a position to write my *Eye on Arbonne* story, I wanted them to have a say in my story. They gave me feedback as to what is important for them to remember as they work their Arbonne businesses. These are their words of wisdom: Accept the fact that you are going to hear no. In order to hear yes more often, you have to forge ahead through the scattering of "no's" that cross your path; You have to make a commitment to share the Arbonne benefits with someone new each day whether you work your business part-time or full-time; You cannot become attached to the outcome. You must be a thermostat, not a thermometer, and set the temperature where you want your business to be. That way you are not just gauging your success, but determining it ahead of time; You must build your belief every day with the help of tapes, books or conference calls. Set your sights high and then start visualizing yourself going every step of the way; You should always encourage your Consultants to participate toward their own success by taking responsibility for training. Remind them that when they teach others, they take ownership of what they are teaching; and finally, Take the focus off of yourself and set it on helping others get what they want from their Arbonne journey. That is the only way to receive any lasting rewards.



Lisa with team at a training, August 2003. L-R: DM Amy Maceira, DM Denise Mead, DM Jessica McFarland, AM Kalene Heizenreter, DM Mindy Compton, DM Kathy Hooper, Lisa and AM Kathleen Roby.

I would like to thank all my Clients and Consultants from the bottom of my heart. I appreciate the fact that you love Arbonne as much as I do. My awesome Managers are the wind beneath my wings. To my dear friends — AMs Kalene Heizenreter and Kathleen Roby: You amaze me with your talents and love for other people. I know you will be receiving your Mercedes-Benz soon! To DM Joy Hiler: You truly are a soldier of hope and display so much positive energy. You are on your path to achieving your dreams. To soon-to-be DM Jennifer Brancacio: You are on fire, girl. To DM Sara Biggs: I am so proud of you and am having so much fun watching you grow. To DM Melanie Parton: Thank you for sponsoring Sara even when you thought you were not going to be doing any sponsoring. To my beloved aunt, DM Barbara Duron: Thank you for being part of my team. To DM Julia Ross: I know you will get where you want to be. You have so much to offer others. To DM Robin Rouen: With your determination, you will continue to grow. To DM Amy Maceira: You just get it done, girl! To DM Jessica McFarland: You are doing great ... I am so proud! To DM Denise Mead: You have what it takes to go far! Mindy Compton and Kathy Hooper, thank you for contributing all that you have to our team!

To my mom, NVP Beverly Phelps: A very special thank you for all your support and belief in me over the years. I love you so much! Rita Davenport: Thank you for always rooting me on to be all that I can be. Stian, Candee and the Home Office staff: Thanks for doing all that you do to make our job easier. Last but not least, to my loving husband, Ron: Thank you for being such an awesome support to me. I thank God our paths crossed ... I love you so much!

Lisa and her mom, NVP Beverly Phelps with President Rita Davenport in her suite for President's Circle Reception at NTC 2001 Waikiki.



After Lisa's Region monthly training. L-R: Soon-to-be DM Jennifer Brancacio, AM Kathleen Roby, Stephanie Krause, DM Sara Biggs, Lisa and DM Joy Hiler.



Arbonne's "Annual Test Drive a Mercedes" Day, 2004: Lisa with DM Robin Rouen, DM Joy Hiler and AM Kathleen Roby.



NTC 2003 Nashville: Lisa with AM Kathleen Roby and Kalene Heizenreter.

