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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

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CASEY SIMMONS

# SHARE THE OPPORTUNITY

Independent Consultant, National Vice President  
Casey Simmons Nation; Scottsdale, AZ

Arbonne has allowed me to encourage, teach, communicate, build friendships, inform and build my own business. These are aspects I always wanted in a job. Also, there are few occupations, which have the potential to pay you repeatedly for work you have done once, and also pay you for the efforts of others. The only way to experience this amazing opportunity is by making a decision and committing to work until you achieve your goal. Do not quit this business.

A few months before I became a Consultant, my husband and I were giving serious prayer and thought to taking out a business loan to buy a small gift boutique. We opted not to because the forecast had us working for at least five years before we made a profit. I am so thankful God kept us from buying that store. A short time later the Arbonne opportunity came our way.

My sponsor, ERVP Candace Nystrom, called me after we coincidentally ran into each other three times within one week. We were simply acquaintances, however, Candace took the bold step to call and ask if I enjoyed my current job. At this time, I was a manager at the boutique I considered buying and I was involved in another network marketing business that sold kitchenware. Also, I had previously been a teacher and a private tutor. There were aspects of each job that I enjoyed; yet, I was still looking for something I loved.

As a teacher, I did not enjoy all the "homework" I had to do: Grading tests, reading papers and preparing for conferences. When I worked in retail, I did not enjoy having to meet the demands of my boss, only to receive a limited income. I also disliked that my busiest times were weekends and holidays. I did not believe my network marketing job would ever allow me to work less and make more money, due to a lack of a consumable product. Candace and I discussed these issues and she asked if we could talk further about a business she was beginning — an Arbonne business. It was perfect timing to become good friends.

Candace told me about the research she had done, about Arbonne's wonderful consumable products and its amazing compensation plan. I decided to compare Arbonne's compensation plan to the compensation plan of the network marketing company I was working for, and to other network marketing companies. I found Arbonne's products and compensation plan to be superior to others. My extended family and I loved every product we tried. I also liked the fact that Arbonne products are in the rapidly growing industry of pure, safe and botanically-based products. I was thrilled to discover I was not required to keep an inventory of products and that I only needed to carry a few small products to Presentations. Starting my Arbonne business was an easy decision.



The Simmons family: Casey, Julianne, James and Noah.

RVP Kristen McClue, EAM Tammy Collins, DM Carly Brooks and Casey at the Arbonne Annual Test Drive a Mercedes Day.





RVP Susan Armendariz, ERVP Audra Berger, Casey and ERVP Zoe Jones.



Casey's Nation at NTC 2005 Las Vegas.

My initial reason to launch my business was to have the potential to earn a little extra money and be a stay-at-home mom. I began sharing Arbonne products at a slow pace and my first hostess was my mom. I progressively worked on my Arbonne business by focusing on educating people about the botanically-based, pure and safe products. Then, I attended an opportunity meeting featuring President Rita Davenport in July 2003. I finally saw the big picture. I realized I had the potential to earn an unlimited income and receive a Mercedes-Benz through the Mercedes-Benz Cash Bonus Program. My fire was ignited to take this business seriously. My motivation grew after I discovered the more I helped people, the more success my business gained.

I made a decision to work hard. I had a plan to teach at least four people how to build a successful business and how to shop at a discount for pure, safe, beneficial products. I knew I had friends who would greatly benefit from this opportunity and I realized how simple it would be to earn a Mercedes-Benz and become an RVP — simple, not easy. This is network marketing. I knew I needed to make some sacrifices to help my friends become successful. However, as their businesses grew, so did mine. The more I learned about Arbonne products, the compensation plan etc., the more my excitement increased.

Looking back, I am amazed I completed my goal as quickly as I did. I was able to reach my goal by finding extraordinary people to work with. I also wrote down my goals and stayed in constant contact with my sponsor. I spoke with her briefly a few times a day. She helped me as I helped others, and I loved it. It was natural for me to talk to people about the products because I loved them. As my family, friends and I all used more products, I began to hear success stories about how they really showed results. I love receiving a call from a Client who tells me people have been asking her what she has been using because her skin looks so good. As others saw and felt the Arbonne difference, the good news spread. After sharing the products and hearing the great results, it made it easier to share the opportunity.

I had so much fun training my downline and believing in my team. I truly enjoyed coaching, inspiring and encouraging others to fulfill their dreams. As I relied heavily on my sponsor, Candace, and became a student of Arbonne through their resources, I grew personally along with my business. It was important to plug into my Nation and take advantage of every function I could possibly attend. I did not allow small setbacks to discourage me from reaching my goal. I kept the bigger picture in mind and always looked for the positives in any situation. I began to see greater results from all of my efforts. Knowing these seeds would someday yield fruit made it easier to continue to plant seeds.

I completed Region the month I gave birth to my second child, Julianne. What a great month! I encouraged my downline to continue sharing about the opportunity and sharing the products. My team is coachable and committed, and they continued to grow their own businesses rapidly. Because of this, I was able to reach NVP within two years of starting my business. I have experienced the value of exponential growth firsthand and it has changed my family's life.

It is exciting to help members of my team reach their goals and help present them their Mercedes-Benzes. As I write this story, my sister, RVP Kristen McClue and good friend, RVP Christina Church, are in the process of picking out their Mercedes-Benzes. I thoroughly enjoy helping others find a way to build their own home-based businesses that have the potential to exponentially grow with a residual income attached.

I not only had support from my husband, James, I had his involvement. It has been so much fun traveling with him to Huntington Beach, Portland, Seattle, New York City and Palm Springs. Also, I am able to use these trips to help my business grow as well. Arbonne is a blessing in countless ways and I wholeheartedly believe everyone can benefit from this company.

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## success strategy:

“ Make a decision and commit to work until you achieve your goal. ”



Casey with AM Ann Stone and her Area from Pennsylvania and Iowa.



ERVP Candace Nystrom, Casey, ERVP Audra Berger and RVP Kenna McGrath at Audra's car presentation.



EAM Tammy Collins, ERVP Audra Berger and Casey.



ENVP Holly Warnol, ERVP Candace Nystrom, ERVP Audra Berger and Casey.

God has blessed me with so much and I have many people to thank.

To James: Thanks for the encouragement, words of wisdom, ideas, motivation, being my partner and playing "Mr. Mom," as I work Arbonne. We are definitely in this "family-business" together. You have been with me all the way and are my best recruiter. ILY!

To my Managers: This has been a great team effort. The accomplishments as a result of our combined efforts are amazing. It is inspiring to watch each of you grow your businesses.

To Executive and Area Managers, Ann Stone, Betsy Arnold, Jill Atkinson and Tammy Collins: I am privileged to be part of your story. I love each of you and am so excited to be able to some day watch you lead Regions and then Nations.

To ERVP Audra Berger: Thank you for stepping up and taking ownership of our meetings, and for your willingness to help others work their businesses well. Working with you is one of the reasons I love Arbonne so much, and your friendship means so much to me.

To my sister, RVP Kristen McClue: Thank you for allowing me to call you so many times a day in order to run ideas past you, and for all the administrative help. It is so much fun working with you.

To ERVP Zoe Jones: You make my life more fun and you are an amazing example of a godly wife, mother, friend and Arbonne VP. Arbonne is better because of you.

To RVP Christina Church: I love looking back on this past year. I knew you could do this. Your story is awesome. I am looking forward to more vacations together.

To RVP Susan Armendariz, ERVP Christa Evernham and RVP Anna Bowles: I have already enjoyed learning from you. Your teams are adding so much to our company. Congratulations on building amazing teams. I am excited about spending more time together.

To ENVP Holly Warnol: Thank you for being the living proof I needed so I could go for it with Arbonne. Your training and work have paved the way. You inspire me.

Thanks to my mom and dad: Your support these last few months has helped me accomplish my goal. Thank you for being my most devoted Clients (now Kristen's most devoted Clients).

To my in-laws, AM "Nanna" and "Bops": Thank you for coming over and playing with the kids while I was qualifying, or enjoying time away with James.

To my sponsor and friend, ERVP Candace Nystrom: Your availability, insight and selfless help in this business has been priceless. Thank you for all of your encouragement with Arbonne and life. You have helped me focus on my relationship with God, as well as focus on being a good wife and mother. You are a great example.



Casey with AMs Jill Atkinson and Ann Stone and RVPs Kristen McClue and Christina Church at NTC 2005 Las Vegas.



ERVP Audra Berger and part of her Region at NTC 2005 Las Vegas.