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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

MURIEL TOUCEY

REACH FOR THE STARS

NVP
muriel toucey

Independent Consultant, National Vice President
Muriel Toucey Nation; Marshfield, MA

If you are reading this and thinking, "I will probably never get to this level," not only is this untrue, but it is negative thinking! When I first started my Arbonne business in April of 2004, I had my own business as a children's photographer. My schedule was already overloaded as I was working over 60 hours a week. Even though I was "the boss" of my work, I was not the boss of my life. There is a big difference. I decided to give this Arbonne business a chance to see if I could change my life. My goal was to replace my income, but more importantly, I wanted the potential time freedom. I want you to know that I am a mother of two boys, and am no different than the majority of women in your life. I do not have a master's degree and did not become successful because I "got in at the right time." This is the right time for everyone! What I do feel separates me from others who have not had success are six key factors. The first one is priorities. My priority was to change my life, so that was at the top of my list. Cleaning my house, watching TV and other time-wasters were not at the top of my list. I wanted to change my life so badly that I put many things that I enjoyed by the wayside. I knew it would only be a temporary change, so I did not worry. Once I had that mindset, I knew that there was no stopping me. Was my house a mess? Yes! Did I miss doing other activities that I was accustomed to doing? Yes! But the reward was so much bigger than what I was giving up. Now that I have reached NVP, I hire people to clean my home. I have more time with my family because I no longer work over 60 hours a week. If I feel like watching TV, I can. Of course, other things have played a role in my success, but putting Arbonne at the top of the list is what set me apart. If you have a big list of excuses including, "but, ..." or, "I do not have time," or even, "I do not know anyone," then obviously you are not ready to make a commitment to change your life. It is far easier to give up or make an excuse why it did not work out for you. It is more difficult to keep pressing onward, keeping your eye on your goal each and every day.

The second key factor is belief. I needed to not only believe in myself, but also in Arbonne and its opportunity, and the network marketing industry. I was not embarrassed or ashamed to be an Independent Consultant for Arbonne, or to talk about it to others. If you are embarrassed, you need to get to the core of why you feel that way. You may be worried about what others think of you and that is something you may need to work on. You also need belief in your team. I always believed in our team. I could see their potential sometimes before they could. Leaders are not born — they are grown. Once you have grown as a leader, you can then help other people develop as leaders. I have many phenomenal leaders on my team and they have truly impressed and inspired me. They did not necessarily start out as leaders, but they grew into their roles. Once you have leaders on your team, step out of the way and let them bloom.



Muriel with husband, Kurt.



Muriel with son, Christian; nephew, Myles; niece, Justine and son, Dylan.



Muriel's son, Dylan; niece, Justine and son, Christian on a ski trip.



Muriel's Why: Christian, 8 and Dylan, 15.

This topic leads me to the next key factor, which is self-development. I had my own obstacles and demons to overcome. Just about everyone has some obstacle that prohibits growth. My obstacles stemmed from low self-esteem. Many people who know me may find that difficult to believe, but that was quite a big obstacle for me. I needed to work on that or it would forever hinder me not only in Arbonne, but also in life. That is why self-development is critical for your Arbonne business. I have heard many times that you should spend more time on self-development than you do on your business. At first I thought this was silly, but soon I realized that if I did not work on myself, my business would not progress. Your business will only grow to the point you have grown as a person. If your business has stalled, you need to look at yourself, not at others. I cannot stress to you enough how important this is for you and your business.

The fourth key factor is commitment. You need to commit to working your business each and every day. I made sure that I consistently worked my business. I made phone calls, scheduled Presentations, "One-on-Ones," etc. When I started to feel sorry for myself and did not want to pick up the phone, I would ask myself, "Do you want to go back to the photo business?" That would snap me right out of it! If you are not committed to your business, it will only be a hobby. If you want this only as a hobby, that is great. However, if you want to get to the top, you need to treat it like a business, which requires commitment from you to make it work. If you purchased a restaurant, you would not quit after a few months, would you? If not, then do not quit your Arbonne business, either.

The fifth key factor is perseverance. Nothing that is worth having is easy to attain. You need to work for what you want in this life. It will not drop in your

lap. It will not just "happen" sometime in the future. You need to make it happen now so that you can enjoy it in the future. Arbonne does not require a special degree or diploma, but you need to possess other things that are only found within. You need perseverance and the other key factors I have listed here. They cannot be taught. You need to learn these on your own. That is why President Rita Davenport always says that this is a self-development company disguised as a skin care company. This is a very true statement and the rewards are even bigger than your potential for a paycheck. You will come out of this a changed person for the better. You will be more self-confident and will truly realize what Arbonne has to offer. I know I always had perseverance. It is not always the strategist who reaches their goals — usually it is the person who perseveres!

The last key factor here may actually be the most important: Have a loving and giving heart. Show your team members that you truly care about them. Nurture and recognize them. Everyone should be and needs to be acknowledged. Do not snub people on your team and do not play favorites. Reward them for their accomplishments and show your appreciation. This creates a wonderful atmosphere for all and promotes camaraderie and confidence. I remember my dad reading a book about Vince Lombardi and why he was such a great coach. He told me that he always pointed out to the team what they did well and not what they did wrong. This kept a positive atmosphere for the team, which made them play better. It also made them believe in themselves. I am not perfect, but I have tried very hard to duplicate that same strategy. If it created success for his team, I knew it would do the same for our team. Remember to be inclusive and not exclusive. Allow outside members whose upline is out of state to participate in your meetings. I know that I would want someone to include me if my upline were out of state, wouldn't you?

continued ...

success strategy:

“ Have a positive attitude, and most of all, have fun! ”



Muriel with mom, AM Muriel Carr.



Muriel with her family.

Remember this above all: There is no "magic formula" that I used, or that anyone else did, for that matter. Just keep going and do not quit. Keep a smile on your face; no one wants to work with someone who never looks happy. Besides, isn't that what we are trying to avoid?

I want to thank my entire team for all of their hard work, perseverance, vision, commitment and loving hearts. I would especially like to thank RVP Lynne Ann Murphy, ERVP Michelle Lenaghan, RVP Karin Beirne, ERVP Nicole Hennessey, RVP Lisa (aka Red) Giovanucci and RVP Cait Wilcox for their passion and ability to emerge as strong leaders. You all are incredible women, and have impressed and inspired me to be a better leader. I will always do my best for you. All of you will be NVPs soon and I am so proud of you. You are my Arbonne sisters and I love you.

I also want to thank all of the Area Managers who have the vision and have made the decision and commitment to go to the next level. Those lovely ladies are my mom, Muriel Carr; Kristen Barry-McNeil, Cheryl O'Hare, Lisa Goyette, Cathy Kieran, Deb Habel, Barb Matta, Mary Baldwin, Leeann LeClaire, Stacey Rajotte, Christine Marmen, Whitney Milan, Christine Doherty, Ann Mello, Carolyn McDonald, Lori Graham, Kathy LaNatra, Janine Hardman, Sissy Philippides, Lisa Miller, Cathy Jones, Karen McCabe, Liza Govoni, Karin Krafton, Erin Kennedy, Melissa Keyes, Heidi Horman and Kristen Capone. All of you are leaders and you are the next wave of VPs!

I would like to thank all of the DMs, and to encourage you to never quit. All RVPs and NVPs were once a DM and we are here to help and guide you. I would also like to thank all of the Consultants who are just starting out. You are in the best company I have ever come across. I would also like to thank

all of my Clients who have purchased products, especially when you knew I was in qualification.

I would also like to thank a few people in my family. To dad: Thank you for seeing this opportunity and deciding to join mom and me on this journey. I know you can see the "big picture," and have for quite a while. I cannot wait to see you in your very own Mercedes-Benz

To mom: I love you. You are my biggest cheerleader and I am so happy we are doing this together.

A big thank you goes out to my sister, Jen. Jennifer has always taken my kids when I needed her help, even at a moment's notice. She has also let them sleep over on a school night if necessary. Thanks, Jen!

I would like to thank my children, Dylan and Christian: You have put up with my missing outings and nights that could be spent with you. I have not enjoyed being away from you, but I want you to know that we will be able to spend much more time together from now on. I love both of you so much.

Last but not least, a big thanks goes out to my handsome husband, Kurt: You have always been there for me and the kids; you never made it difficult for me to pursue this path and I thank you for that. You have always believed in me regardless of what I pursued, and you have always been the wind beneath my wings. Thank you for always lifting me up to heights I never knew I could reach. Without you, I would not be where I am today and I love you for all eternity.

One last note: Reach for the stars, fight for your dreams, and do not ever quit! You have so much potential locked inside of you. Just turn the key and let it out. You will not be disappointed.

Members of the Muriel Toucey Nation at NTC 2006 St. Louis. L-R: Pat Baldwin, AM Mary Baldwin, RVP Lynne Ann Murphy, RVP Nicole Hennessey, AM Muriel Carr, Muriel, RVP Michelle Lenaghan and AM Deb Habel.



Muriel with sponsor, NVP Pam Guyer.

Muriel with RVP Vicki Porter, NVP Karen DiGenzo, NVP Pam Guyer, RVP Karin Beirne, RVP Amy Ross, RVP Stephanie Courcney and NVP Pam DuBrul at NTC 2006 St. Louis.

