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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
EXECUTIVE NATIONAL VICE PRESIDENT

LISA VOORHIES

# THE POWER TO SUCCEED

Independent Consultant, Executive National Vice President  
Lisa Voorhies Nation; Pleasant View, TN

For several years after starting my Arbonne business, I had a lot of will, but very little faith. I began my Arbonne business a little over seven years ago, when I heard President Rita Davenport speak in Nashville, Tennessee. At the time, I was a tired, stressed-out corporate account executive. My family relied on my income, company car and benefits. I felt stuck in a job that required me to travel extensively and work very long hours. My good friend, ERVP Cindy Larson, had invited me to several Arbonne events and I had always been "too busy" to attend with her. When she called to invite me one final time, I said "yes," thinking I could hear about it and then tell her, finally, that it was not for me. I look back on that time now and really want to thank her for not giving up on me. As I sat at an opportunity meeting looking at these sharp, well-dressed women and men, I was impressed. They all seemed so happy and thrilled to be there (this had definitely not been my experience before Arbonne). I could literally feel the excitement in the room. Then, President Rita Davenport spoke and she was so positive and uplifting. She spoke with such enthusiasm. I knew she was the president of the company and was shocked to hear her say things like, "You are awesome. I just want you to realize your greatness."

This was not the kind of meeting I had experienced in the corporate world. I remember thinking, "I'm not too sure about this Arbonne thing, but I sure would like to go to more of their meetings." I did sign up that night, but remained undecided. I thought that if something sounded too good to be true, it probably was. I had been trained to expect that earning a living is unpleasant and confining. I just could not believe that it might be possible to earn a living as she described that night — that I could work from home, have a 15-second commute to my computer each morning, enjoy great vacations and receive a white Mercedes-Benz through participating in the Mercedes-Benz Cash Bonus Program. There was no way — this was too good to be true. I was resigned to leaving my children and working long hours far away from home. Although I knew Cindy really believed in the Arbonne opportunity, I thought someone might have lied to her about it.

Well, after having earned the potential to reach a substantial income this year and having a 15-second commute to my desk each morning, I started to believe. I am now driving a beautiful, white Mercedes-Benz and take great vacations several times a year. Let me just say that this Arbonne opportunity is most certainly, and without a doubt, true.



Lisa with her son, Kent and daughter, Kristen.



RVP Jenny Mason, Lisa, DM Anita Heffner and AM Renee Pedigo.



Lisa with AM Sirena Stever and EDM Erin Royalty at NTC 2003 Nashville.



Lisa with ERVP Cindy Larson.

Area Managers at Rita's Area Managers Challenge celebration, Areas in Paradise.

If someone has given you this story in order to learn more about Arbonne, let me encourage you to open your mind to the possibility that there is more for you. The potential to earn more income is just a small part of what you will gain from an Arbonne business. Personal growth is really the most valuable thing you will gain. Act now and give it your all. Decide to make a change and definitely, get your hopes up! I now know that Arbonne is a vehicle for real success, but it took me a long time to get here. I explained earlier that in the beginning, I had real doubts. Now, I know the Arbonne opportunity is for real. But, to get from no-belief to the level of faith that I now have, things had to change.

I have not been an overnight success in Arbonne; mostly because it took me four years after that first night I signed up to "decide" whether or not I should do it. That's right, I remained "undecided" for four years after starting my business. I had achieved Area Manager without really being committed. I had an on-again, off-again commitment problem. The first goal I had set was to pay my house payment, and after I reached that, I was satisfied. This really stemmed from my lack of belief in the opportunity and in myself.

I believed in the products, but not in the Arbonne opportunity. I was not a positive thinker. When presented with any opportunity, I would always look at the "worst-case scenario." I used this mindset as a protection against disappointment. This began to change for me at NTC 2002 Long Beach. I had less than normal belief in myself and even in Arbonne, but I had tremendous faith. Shortly afterward, ENVP Dana Collins came to Nashville and trained on

her system of doing home Presentations. I listened intently, took tons of notes and did exactly what she said to do. ENVP Deana Wilkinson also agreed to do some coaching calls with me and that is when things really started to happen.

A few months ago, my son, Kent was having trouble at baseball. As a 14-year-old pitcher and first baseman, Kent had always been a great hitter and nearly always a "starter." But, this past season something was happening to Kent. He was not hitting the ball well and his pitching lacked something. He was not even a starting first baseman any longer. He was not playing with his usual "all-out" effort. His uniform was not even dirty when he came home from a game. My husband and I talked with Kent about it and he said, "Well, maybe we should've gotten a batting coach this year and you guys said you would get me a pitching coach and never did. I am in a whole new league now ... they throw faster and hit even better. I need some time to get accustomed to this higher level of play. I don't know why the coach isn't starting me at first base any more."

As I listened to Kent, I began to see a little of myself in him (I would usually attribute any negative traits to my husband's genes). I began to see that Kent had a serious lack of belief and motivation and this was shutting him down. So, I decided to do an experiment with him at a weekend tournament. I said, "Kent, I know that you might need a pitching coach and that you could use some help with your batting ... but nevertheless, I will pay you \$20 for every hot line drive or homerun you hit in this tournament. But, I won't give you a cent for dinking it into the infield. You have to go for it and commit if you want a good hit."

*continued ...*

## success strategy:

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Success is not rocket science. Just focus on keeping a full calendar of Presentations and remember ... success is just beyond belief!

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ERVP Michael Anderson, Lisa and ENVP Deanna Osborn at training in Savannah, Georgia.



Lisa with her Toledo team.

Well, Kent got a little mad at me, but I had to pay the kid a hundred bucks at the end of that weekend. He hit every time he got up to bat and he has started at first base in every game since. A different mindset equals different goals, which equals different motivation.

This story is a lot like my Arbonne journey. The power to succeed was always inside of me. I just lacked the motivation and commitment to hustle and follow through with things. Two-and-a-half years ago, I was a struggling AM. Last month, my SuccessLine reached well over our target goal. As you can imagine, I am no longer afraid to "get my hopes up." People on my team are achieving success at a much faster rate than I did, because of their belief and because they follow our proven system of 10 Presentations a month.

We have celebrated the success and accomplishments of more than 13 VPs and we have even promoted three ENVPs. All of these families are driving a Mercedes-Benz, one of the safest cars in the world, which they earned. With faith and hard work, they have promoted to this level in my SuccessLine during the past two years (much faster than my seven-year trip to Nation!). They believe in and work the system with "laser focus."

Lisa with President Rita Davenport.



My Nation is themed the power house Nation. Wow, what a team! You all are the best part of this. To ENVPs Deanna Osborn, Dana Korn and Linda Hefner; NVP Karyl Molchan, Kathy Epperson and Teresa Marsh; ERVPs Kelly Voorhies, Becky Potterbaum, Kim Dowlen, Lisa Scruggs, Eunice Ray and Darcy Nobile; and RVPs Katie O'Neal, Tracy Gruber, Pat Durham, Marcia Winn-Norfleet and Jenny Mason: Thank you so much! To all of the DMs and AMs in my SuccessLine: You are the heartbeat and future of Arbonne. You are next!

I especially want to thank my family, my very first Arbonne team. They believed in me from the beginning and it was a family commitment. To my children, Kent, 14 and Kristen, 16: You both have been such a support and encouragement. Thank you for always believing in me! My husband, Barry is probably the single and biggest reason for my success. He never once doubted that I could and would go to the top of this company, and he was willing to make sacrifices to see that happen, and never let me "off the hook." Support your wives, guys. You might be able to retire sooner than you think.

Thank you, to the owners and founders of Arbonne. To the Mørck family: How generous of you to allow us to share your successes and dreams! Thank you, President Rita Davenport, for pouring your faith and belief into so many of us. Thank you to my upline: ERVP Cindy Larson; and ENVP Sharon Metzgar; ENVPs Carol Waugh, Euphazine Linder, Donna Johnson and Thea O'Donohue. Thank you to the Home Office staff for always going above and beyond our expectations to support us in the Field, and for always having such a great attitude.



RVP Tracy Gruber, ERVP Kelly Voorhies and AM Sandra Fischer at NTC 2004 Texas.