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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
EXECUTIVE NATIONAL VICE PRESIDENT

JODI WHITTEMORE

# SUCCESS BEYOND THE DOLLAR SIGNS

Independent Consultant, Executive National Vice President  
Jodi Whittemore Nation; Phoenix, AZ

I was in high school when my mother, ENVP Julie Newcomb, started her Arbonne business 17 years ago. A Consultant named Rita Davenport sponsored her! My mom was going through a divorce at the time and due to an unforeseen bankruptcy, we lost our home and both of our cars were towed away. If it were not for Rita's thoughtful concern for my family and my mother's courage to pick herself up and build her Arbonne business for my brother, sister and me I do not know what would have happened to us. Her business got us out of the huge hole we were in. It gave all of us hope again and the four of us were able to travel around the world on Arbonne trips with our mom.

I had seen and experienced how the Arbonne opportunity can change a life for the better firsthand. So why did I not take this opportunity seriously until two years ago? The answer is I had no *Why*. That is I had no reason for committing to the business wholeheartedly, which is absolutely imperative if you want to succeed. Your *Why* must be bigger than any "why not" that will come along.

My *Why* began to develop a couple of years before I committed to building an Arbonne business. My husband and best friend, Tim, is a commercial real estate broker. Although he enjoys his industry, his work is stressful at times and is somewhat of a "grind." He has always provided a very good income for our family, but the end of each deal he closed meant the start of a new one. While he worked day in and day out, I had the privilege and joy of staying home with our baby girl, Chloe. Being a stay-at-home mom is also hard work, but I did not have to stress about money and I had the freedom to spend my day however I wanted. I loved it. Periodically, I would express my gratitude to my husband for allowing me to live the life of my dreams. I was thankful for his sacrifice for our family and quietly thought about a way to repay him and a way to help him retire early.

About nine months after our son, Christian, was born, I started paying attention to the incredible growth my mom's Arbonne team was experiencing. My family had been using Arbonne products for years and we loved them. I began to learn the importance of using Arbonne's pure, safe, beneficial products. Then my mom shared with me the projected explosion of the industry over the next 10 years. The more I learned, the more I developed a passion to share the Arbonne products with those I cared about.



The Whittemore Family: Jodi, Chloe, Tim and Christian.



Best buddies: Christian and Chloe.



Jodi's family. L-R: AM Joey Roether, AM Lindsay Newcomb, ENVP Julie Newcomb, Susie Ladra, DM Jenny Ladra, Jodi, Grandma and Chloe.



L-R: Jodi, AM Joey Roether, DM Kim Schaeffer, DM Berta Simmons, AM Lois Turner, DM Tammy Norby.



TOP: AM Tracey Wasson, AM Leslie Healy, DM Julie Bertocchi and DM Miiko Mentz. BOTTOM: DM Rhonda Nixon, DM Sandy Veach and AM Teresa Burt.



Jodi with Jen Landes, DM Jill Ellis and mom, ENVP Julie Newcomb.

My passion for sharing Arbonne's opportunity and the definition of my *Why* became clear after hearing ENVP Donna Johnson talk about "3-Dimensional Success." When success is mentioned, most people think of money. If a person is successful, they are rich. Deep down the majority of us know that true success is not attached to dollar signs or having a lot of material things. In theory, the three dimensions of success are financial peace, time freedom and making a difference. This is what I wanted for my family.

Financial peace means different things to different people. For some, an extra \$500 per month pays for their children's private school. Others may be thrilled to earn \$1,000 per month and be able to stay home with their children, or get out of debt sooner than they imagined. And then there are those who are making a substantial income and would love to replace it so they can be their own boss. They want to be free. Imagine not having to worry about finding security in a job!

As for time freedom, I heard a very high-paid doctor the other day call himself a high-paid slave. There are many people who have money, but no freedom to enjoy it. Freedom is such a powerful word. Having freedom means having choices. Life is short. Many of us are too busy trading time for money in our jobs, distracted by the worries of life, and as a result we are not planning how we want to live. Often, Tim and I discuss how we want to spend the precious time we have here on this earth. We want to spend as much time with our children as we can and help as many people as we can. I am writing my *Eye on Arbonne* story while on vacation, watching the waves roll in from a beachfront patio in Mexico. This precious time with my family is another reminder of how beautiful life is and how family and relationships are all that matters. Your Arbonne business allows you to

be your own boss and have a passive income, which gives you the potential for time freedom to choose how to live your life.

Making a difference is where real success begins and there are few things more rewarding than this. You only can succeed in Arbonne by making a difference in the lives of others. There is no other way around it. I am grateful to my brother, Dan Roether, for helping me understand the unwavering principle of "dollars follow value." This principle maintains that the primary goal is to add value; only then will the money follow. We can add value and make a difference by sharing our phenomenal products and helping others build their dream. My goal is to help as many people as possible live a life of "3-Dimensional Success" through Arbonne.

However, this business does take work. I have heard that successful people do what unsuccessful people are not willing to do. This is true in any area of life, whether you are striving to be a better parent, athlete or leader in your business. Effort and sacrifice come before any kind of success. Ask yourself what you are sacrificing in your job. The magic of creating a passive residual income, which is continuing to get paid over and over on a single effort, is an incredible thing. Because of this, the rewards for your efforts can be exponentially greater in this business than in most jobs.

*continued ...*

## success strategy:

“ Successful people do what unsuccessful people aren't willing to do. ”



L-R: DM Jenny Ellis, DM Pam Paul, Jodi, AM Penny Dumas and AM Kristin Venberg.



ENVP Rachele Nichols' team. L-R: NVP Karla Driskill, AM Michelle Teague, AM Mary Lou Stults, President Rita Davenport, Chairman and CEO, Robert M. Henry, ERVP Rick Teague, NVP Rachele Nichols and RVP Jerry Nichols.



L-R: DM Shannon Barthelemy, DM Corrine Lovas, AM Anne LoGrasso, DM Lucaria Hurtado, DM Yvette Santistevan, DM Frankie Wheeler and President Rita Davenport.

My husband, Tim, was excited about this business from the time I decided to get serious two years ago. We both knew that if I was going to do anything to contribute to our family financially we wanted to make sure I had the flexibility to work from home so I could be with our children. What we did not know is how much that single decision we made to commit to our Arbonne business would reap the rewards we are experiencing today – just two short years later. Tim recently told me, “I cannot tell you what it is like to go to work now because I want to and not because I have to.” Tim has become more involved in the business and is sharing the opportunity that has changed our life with others. If you are starting your Arbonne business, it is so important that your spouse understands this opportunity. There is a big difference between your spouse being “supportive” and actually understanding this huge opportunity.

I want to acknowledge my team for their amazing accomplishments. To ENVP Rachele Nichols and RVP Jerry Nichols: As they say, “Speed of the leader, speed of the team.” You two are phenomenal leaders who have developed an amazing team of leaders: NVP Karla Driskill, RVP Ron Driskill, RVP Karrie Woods, ERVP Rick Teague, AM Michele Teague, RVP Connie Helton, RVP Dorothy Nichols, RVP Lance Groenewold and RVP Chenea Taylor. Rick and Michele, thank you for what you have taught all of us about this phenomenal industry.

To new RVP Marti Burton, my first District Manager. When you decide and commit, you are unstoppable! I am proud of you for

helping your awesome team of Area Managers grow their business: AM Anna Waldron, AM Kim Hobbs, AM Sherry Miller, AM Mary Ann Huey, AM Curtis Burton and AM Kim Ethier.

To AMs, Joey Roether, Lindsay Newcomb, Debra Dreves, Penny Dumas, Lois Turner, Jill Ellis, Darrel Bison, Anne LoGrasso, Kristin Venberg, Tracey Wasson, Teresa Burt and Leslie Healy: I am so proud of you. Just keep making a difference and you will be driving your white Mercedes-Benz before you know it.

To all of the DMs and Consultants in the “3-D Success” Nation and in my SuccessLine: Know your *Why*, understand the opportunity and make a difference. Do not let anything stand in your way.

To my mother, ENVP Julie Newcomb: You are my sponsor in Arbonne and in life. Thank you for showing me and my family how much you love us every day. You have always made your children your top priority and you are an awesome grandma.

To Chloe and Christian: I thank God every day for choosing me to be your mommy. You bring daddy and me so much joy. We will always be proud of you. I love you to the moon and back!

To Tim: You are the love of my life, my *Why*. Thank you for being the best husband and father I know. I am beyond blessed to be your partner and best friend.

Lastly, I want to thank God for everything I have learned and continue to learn about Him, myself and others.

The testimonials in this story reflect the actual experience of an individual, are anecdotal only, and may be atypical.



AM Debra Dreves' team. TOP, L-R: DM Judy Gerz, Anita Hughes, Kristine Halverson and Kim Halverson. BOTTOM, L-R: AM Debra Dreves and DM Michelle Korger.



DM Michelle Drapeau with her team.

L-R: AM Mary Ann Huey, DM Lori Wilson, DM Amy Lambeth, Jodi, ENVP Donna Johnson and RVP-in-qualification Marti Burton.