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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
EXECUTIVE NATIONAL VICE PRESIDENT

DEANA WILKINSON

# YOU'VE GOT TO HAVE A DREAM

Independent Consultant, National Vice President  
Deana Wilkinson Nation; Sandy, UT

As I was growing up one of my favorite movies was "South Pacific." To this day I never get tired of watching that movie. One of the things I learned from watching "South Pacific" is that you've got to have a dream — a dream so grand that it might be impossible to achieve!

Before I joined Arbonne I worked for another direct sales company for seven years and I did not experience the kind of success that I expected. I only sponsored three people in my former company and I found that I was not completely sold on their products or how they worked on my skin. I had adult acne and tried everything out there. In fact, I was importing some products from France at the time I was introduced to Arbonne.

When I first experienced Arbonne's products I knew immediately that I loved them because they penetrated my skin instead of just sitting on the top layer. I knew that I wanted to share these products with my sisters and a few friends and that was as big as I thought. I figured that since I hadn't been successful in my previous company, why would I be successful with this one?

So I really just joined Arbonne to make an extra \$500 a month. I was able to do that so life was great, or so I thought. Unfortunately, my husband's business experienced a sudden downturn and I was getting pressure from home to get back into corporate America. I could not stomach the thought of putting on pantyhose and fighting traffic at 6 o'clock in the morning. I had been a stay-at-home mom for 13 years and I needed to be home. Our oldest son, Ben, was born with cerebral palsy and I had fought hard to have him be the first child with a disability to be mainstreamed at his school. I knew that if I went back to work they would return him to a special education class.

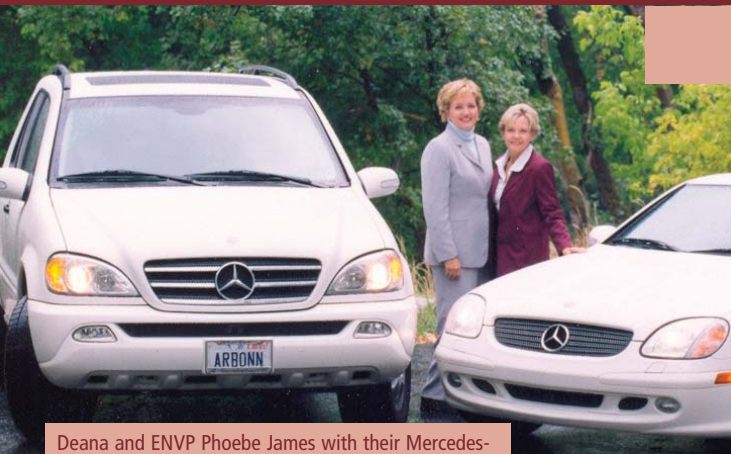
ENVP Donna Johnson came to Salt Lake City about that time and I was invited to join seven other women for lunch with her. Donna was a single mother of three at the time and had been in Arbonne for 10 months, just five months longer than me. She was sitting next to me at the table. When she got up and left, I noticed that her organizer was open and her last Arbonne paycheck was in the pocket. I resisted the temptation for about one second and then I leaned over and peeked at her check. When I saw the amount on that check it was as if the skies opened up and I could see



The Wilkinson Family: Richard, Ben, Trace, Deana and Jake.



Deana and husband, Richard with ENVP Phoebe James and husband, Joe.



Deana and ENVP Phoebe James with their Mercedes-Benz automobiles.



Deana with sister AM Chris Nedig.

a way out of all of our financial problems. I realized right then that if I treated this like a business and worked hard I could make an income that would allow me to stay home with my three sons.

I came home to tell my husband about this incredible experience and my plan and I was so excited to share everything with him. He looked at me like I was insane and said, "You are never going to be able to be a manager. You can not sponsor anyone!" When someone trashes your dream you have two choices: You can buy into it and just completely give up, or you can say "I'll show you." Thank heaven I chose the "I'll show you" plan.

Within the next two months I qualified for District. Two months later I qualified for Area Manager and by the following month I had 180 people on my team. Well, my husband got supportive very quickly and realized what an incredible opportunity we had. We actually started to believe that maybe we could do more than just barely get by and survive in life. We only had one car at that time and every time I needed to go somewhere I had to ask someone for a ride. Just the thought of getting another car, let alone a Mercedes-Benz, got us so excited. We went to the Mercedes-Benz dealership and got some brochures and cut out pictures of the car we wanted and taped them all over the house. I knew we had gone over the edge when I lifted the toilet seat and there was a photo of a Mercedes-Benz taped on the seat. Then, little more than a year later, I was driving a Mercedes-Benz!

What changed so that all of this could happen?

First, I involved my husband Richard in my Arbonne business. He helped me see the big picture — to look beyond just retailing the product. He taught me to think and dream big by building a national team. While my strengths are speaking and coaching people toward success, Richard's strengths are in marketing and planning direction. This partnership has greatly enriched both our business and our married life.

Second, I made a personal commitment to find 12 directly-sponsored District Managers whom I could help grow into my leaders. Many of my "original 12" have gone on to become my current ENVPs!

Third, I found a mentor, Phoebe James, who became my best friend. Her expertise, wisdom, guidance and friendship have benefited me and my team so much through the years. I was able to pass along much of her advice and wisdom to my growing team.

Fourth, I read an inspirational book and I worked very hard on re-programming my self-talk to support the new me.

Fifth, I worked hard traveling to sponsoring appointments around the country, meeting and training with my key leaders in their cities.

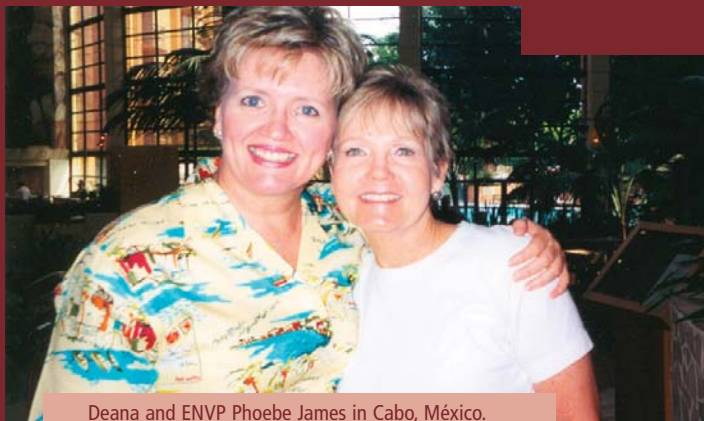
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Deana with her award-winning VP team.



ENVP Phoebe James, ENVP Kathy Lutz, ENVP Dana Collins and Deana.



Deana and ENVP Phoebe James in Cabo, México.



Deana, ENVP Phoebe James and ENVP Donna Johnson in Cabo, México.

Sixth, I developed a plan where I would strategically work with those on my team who showed the greatest promise and desire to succeed. I started coaching these eight leaders who wanted to promote to Vice President.

Lastly, my husband retired and joined me as my full-time business partner in the spring of 2003. My dream came true!

At the time of this publication I have 11 NVPs: ENVP Ann Cullum, ENVP Anna Orth, ENVP Merrie Hudson, ENVP Dana Collins, ENVP Dawn Frank, ENVP Kathy Lutz, NVP Debra Knurek, NVP Barb Kolby, NVP Karen DiCenzo, NVP Susan Evans and NVP Jeanne Sterner! In addition I have 29 fantastic RVPs scattered across the country who are happily driving their white Mercedes-Benz automobiles and living their Arbonne dream. I kind of feel like a proud mother whose children are extremely successful. In February of 2002, Arbonne President Rita Davenport surprised me by presenting me with the first "Spirit of Arbonne" award. I was so honored and humbled to receive this award!

My Arbonne career has blessed my family in so many ways. As a family we have traveled the world many times on Arbonne trips, and our children have been able to study abroad and gain a better education. Most importantly it has allowed us to be at home with our three boys.

Thank you to Petter, Rita, Stian and Candee for giving us this great company and all of our fabulous products!

Thank you to my direct ENVPs Merrie Hudson, Ann Cullum and Anna Orth: You three ladies have blessed my life in so many ways.



Deana receiving the first-ever "Spirit of Arbonne" award from Rita Davenport at NTC 2002 Long Beach.

A special thank you to Dana Collins for giving us all a system to grow our businesses: Your friendship means so much to me. To Kathy Lutz: Thank you for letting me coach and mentor you ... it has been such a treat for me and you have ignited all of us to greater heights.

Thank you to my wonderful sisters Cheryl, Nan and Chris for being there and supporting me in everything and for being my best listeners and cheerleaders: I love you so much.

Thank you to Bonnie Erickson for sponsoring me and for believing in me long before I did. To Phoebe James: I will never be able to express what having you as a partner and best friend has done for me. Without your guidance I never could have achieved any of this!



NVP Ann Cullum, NVP Bonnie Erickson and Deana.