

A professional headshot of Cheryl Yesberger, a woman with short, styled blonde hair, wearing a light-colored, textured blazer. She is smiling slightly and looking directly at the camera against a plain, light blue background.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

CHERYL YESBERGER

ARE YOU WILLING?

New Independent Consultant, National Vice President
Cheryl Yesberger Nation; Searsmont, ME

What, me start over? Not a chance! I had no desire to put my time and effort into building another business. I knew the work it took. I was at a top management level with another direct sales company, and it had taken 10 years to build that business! I was afraid to make a change even though I was not satisfied with that business, and was earning just enough to meet the needs of my family.

Sometimes we come up with excuses because we are afraid of change. Perhaps, at first, you were like me: Without a four-year college degree, unable to afford many of the Arbonne products, new to an area or living in a very rural area. Fortunately for my family and me, in January of 2003, I decided to try the Arbonne products and become a Consultant anyway. My friend, ENVP Susan Butcher, taught me about their awesome consumable product line. But, what really sold me on Arbonne were the visible results on my face — my skin had never looked so good and my skin never felt so smooth. Hmmm, I thought. I could sell these products.

I listened as Susan told me over and over again about the compensation plan until I got it. I just could not believe how generous it was. People had the potential to make a significant income and paid for the work and time they invested! I listened to the available tapes and trainings, and followed the plan Susan and I created.

Since Susan lives in Kentucky and I live in Maine, much of my training was done over the phone. I held my first two Presentations in March of 2003, with a total of four guests in attendance. Not exactly an overwhelmingly successful start, but it was a start.

I was excited about launching a new business. What changed for me? Now, I had a mission ... to share these amazing, result-oriented, pure, safe, beneficial products, and educate these same men and women about becoming wiser consumers.

I now work at a business with a compensation plan that is not only fair, but generous as well for me, and for the men and women who join me. The training Arbonne offers is first rate, and I get to spend my time building a business, not creating trainings.

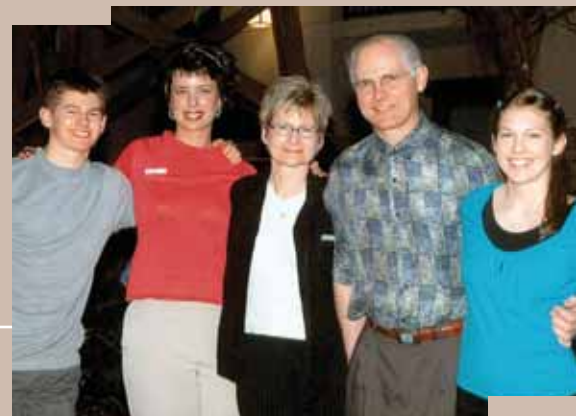
My previous hesitation about starting a new business vanished. I was on fire with a passion and desire to introduce others to Arbonne. My list included all of my friends and family members. My first goal I wanted to reach has been achieved!



Cheryl with EAM Phyllis Nelson.



Cheryl with mom, Mary Wilkin.



The Yesberger family: Lloyd, EAM Shana Sarault, Cheryl, Jim and Cristina.



Cheryl and husband, Jim, with Executive Vice President Stian Mørck.



ENVP Susan Butcher, AM Carrie Porter and Cheryl.

When I started my business, I was homeschooling my two teens and had only lived in Maine for a short time. That meant many of my friends were not local. I traveled back to Connecticut, Massachusetts and New York to do Presentations. I drove four to five hours for these Presentations, and would often stay overnight at each location and then head home.

The tape and CD player in my car were constantly playing trainings. I fed my mind, and continued to build my belief. That was critical because my Arbonne income needed to replace my former income as soon as possible and I knew the income from my other business was not secure. In June 2003, my other business came to an abrupt halt, along with my income.

I promoted to DM in July of 2003. How? Passion, plus commitment, plus activity equals results. In August, I promoted to Area and continued to grow, promoting to Region in February 2004 and then Nation in June of 2005.

Success with Arbonne does not depend upon economic status, or education — it is about desire, belief, passion, focus, duplication and activity. It is about meeting others and sharing your vision until they catch it. We build relationships and help one another. Yes, we are in business for ourselves, but not by ourselves!

Once, at an Arbonne training, I heard that “all distractions are equal.” I know if I want to succeed in this business, or in any business, it is up to no one but me. I decide to do the work, I decide to make it happen and I decide my attitude. I knew when I committed to building a business with Arbonne, I wanted to work my way up

toward the top level. My belief and commitment were strong. I saw myself as an NVP from the very beginning ... I was just not being paid as one yet. Well, I am now, and it is well worth the effort! Believe me, if I can achieve this, so can you. Believe in your heart, to the core of your being, that you are already an NVP.

My vision came first. I was an NVP. Next, came the plan — the practical steps, the daily, weekly and monthly steps. My plan was first to get to District by asking everyone for help and referrals, holding Presentations and one-on-ones, and asking everyone to join me. Next, to reach Area I would need to read for personal growth, ask everyone for help and referrals, hold Presentations and one-on-ones, and then ask everyone to join me. To reach RVP, I would need to help others achieve their goals and follow the same process. To reach NVP, my plan was to commit more to doing all of these tasks.

To successfully build a business, you must build yourself. To help others, you must first help yourself, and become a student again so you can be teachable. Read, listen to audio books and trainings, and invest in your mind; it is your biggest asset! Become the best *you* you can be!

I want to help my teammates, friends and family members, achieve their Arbonne goals. I want to be the best me possible. It has been said that your paycheck grows as you experience personal growth. I am excited I have the potential to control my paycheck. Since

continued ...

success strategy:

“Success is achieved when our passion, belief and commitment fuels our activity and we become unstoppable.”



ERVP Kristen Hornbrook, Cheryl and RVP Cheri Nutting at Kristen's car presentation.



Cheryl's teammates at an overnight training.



DM Melanie Sheafe, Tara Groccia, EAM Astrid Cook, EAM Shana Sarault, AM Bonnie Hersey and DM Jeszel Lanpher at NTC 2005 Las Vegas.



"Cash to Convention" winners.

2002, Arbonne has experienced 100 percent yearly growth. Now is the right time with the right company. Are you the right you?

My promotion to NVP is such an honor. I owe this achievement to the efforts of my great team: You are a phenomenal group of men and women, committed to achieving your goals and dreams, and helping one another as well! I value your friendships, and look forward to growing old together. I am so grateful for each of you.

To my business partners, ERVP Kristen Hornbrook and RVP Cheri Nutting: I am honored to know and work with you, and call you my friends.

I am so fortunate to have sponsored "up." The AMs on my team are motivated, enthusiastic team players. They are women committed to being all they were created to be. To my daughter, EAM Shana Sarault and my dear friends, EAMs, Phyllis Nelson, Janet Reed and Astrid Cook; AMs, Kathy Greene, Carrie Porter, Madonna Kilcollum, Bonnie Hersey and Karen Bradley; and AMs-in-qualification, Lisa Marie Mikkola, Melissa Lemnah, Robin Snow and Christa Archibald: Your dedication to developing yourselves and helping your teammates meet their goals is so inspiring!

My teammates who have already become DMs, are excitedly sharing the opportunity and committed to moving their businesses ahead. To my DMs, Jeanne Carroll, Pat Anders, Erika Louscher, Connie Potvin, Pat Martin, Laurie and Brendan Vigorito, Derilyn Newberry, Kim Ward, Kim Walker, Amy Boak, Denise Baldwin, Sue Nimerowski, Derilyn Newberry, Doe Audet, Carmen Garieri, Lisa Nichols, Melanie Sheafe, Jeszel Lanpher, Michelle Dewitt, Nicole Drouin, Rita Setera, Lisa Caron, Val Kitchen, Dawn Guerin, Betty Reynolds, Robin Izbicki, Esther DeLong, Esther Berry, Kathleen Brown, Sue Parker, Shelly Chambers, Dawn Guerin, Terry Adkins, Dawn Johnson-Gray, Tracy Seekins, Amy Thayer, Melissa Tibbetts, Kim LaPlante, Angy Lombara, Angie Frazier and Robin Lambert, and

all of my Consultants: I am so thrilled to be a part of your lives and watch you meet your goals. How awesome is this?

I am eternally grateful to Founder Petter Mørck for marketing these incredible products in a way that benefits so many of us. To our wonderful Executive Team: I cannot thank you enough for all you do for us. Our Home Office staff is the best. I appreciate your cheerful attitudes and support. To President Rita Davenport: Your love and leadership are so genuine and heartfelt.

My upline leaders are beautiful women, inside and out. To ENVP Deanna Herrin: Thank you for being my friend. I have watched you interact with your teammates, and you are a loving, servant leader. To ENVP Susan Butcher: Together we are iron sharpening iron. You are a leader of integrity and compassion; a woman of influence. I am delighted we are sisters and will be together forever! To Jillian Middleton: You have caused me to rethink and reframe my speaking and thinking. Thank you for your skillful direction.

I am a woman with treasure beyond measure. My husband, Jim, is loving and supportive. We are blessed with a caring family, who enjoys spending time together. My husband works at home as a jewelry designer, and Lloyd and Cristina are finishing up high school at home. My oldest daughter, EAM Shana Sarault, lives in the cottage right next door to us, and my mom, Mary Wilkin, joins us in the summer months. I love that Arbonne offers me the opportunity to work my business around my family, not my family around my business!

Arbonne is indeed a wonderful gift, we just have to be willing to unwrap it! Are you willing?

Some members of Cheryl's Nation.



Cheryl with members of the Believe to Succeed Nation.