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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

DONNA MCPHEETERS

# CHOOSE YOUR BEST LIFE

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Today is the first day of the rest of your life. What will you do with it? Two years ago, this was my thought.

In January of 2005, I was a newly divorced single mom of three children. While I had been fortunate to have had a successful previous career as an Executive Recruiter, for the past ten years I had only worked on a by-project basis. I had been busy as a stay-at-home mom, home-schooling my children for seven years. After my divorce, I found myself starting over as the breadwinner for my family and I was, quite frankly, overwhelmed. I remember lying awake at 2 a.m., thinking "What am I going to do? What will our lives as a family look like, with me working full-time? Who will take care of my children when I travel? How will I be able to take them to school and pick them up? Shuttle them to their activities? Cheer them at their sports events? Pick them up if they are sick? Will we be able to afford a home? What about family vacations? And what if my job doesn't work out?"

These dilemmas played in my head, until the tension was too much. I finally grabbed a legal pad and wrote down my choices, in regard to creating income:

1. I could go back to recruiting; basically have a job. I knew my old boss would re-hire me full-time. Recruiting executive-level technical positions could be very lucrative. But it had its downside. I would have to travel, which would require dependable child care. And I would be completely vulnerable, financially – to my boss's goals, to my clients, and to the economy. And, most importantly, I would be building someone else's wealth.

2. I could start my own business. I had owned my own business before, and it had been successful. However, start-up costs were significant; I would be in the red for at least five to ten years before the business was making a consistent profit. And I would be completely tied to the business, time-wise. When you have your own business, you are the CEO, the Designer, the VP of Shipping, the VP of Customer Service, the VP of Information Systems, the Secretary and the Janitor. You work 12-hour days, and the success of that business is absolutely dependent on you showing up every day. I wondered how I could do that with three children dependent on me.

3. I could find a business of my own that I could work around my family, with modest start-up costs and overhead; a business that I could pour my time and efforts into that could produce the potential of residual income for the future; a home-based business with no commute, no storefront, no overhead and no employees. But then, I just set aside the pad and thought, "Where would I even find such a thing? You need to be practical, Donna. You need income now. Take the job."

In February, while I was working out the salary negotiations of going back to work, a friend of mine, ENVP Jill LaVilla, called me. "I have something that I think will interest you," she said. She started telling me about Arbonne. I must admit that I listened somewhat skeptically. I didn't know much about network marketing. I heard her say, "network marketing company, blah, blah, blah,



Donna with Jake, Kaitlin and Maggie on the "All Decked Out" ASAP 2006 Mexican Riviera Cruise.

Donna with daughters, Kaitlin and Maggie, on the "All Decked Out" ASAP 2006 Mexican Riviera Cruise.



NVP donna mcpheeters



Donna's three business partners – Jake, Kaitlin and Maggie!



Donna with the Atlanta team at 2005 Atlanta Celebration.

botanically-based products, blah, blah, blah, six areas of business, blah, blah, blah,” and then she mentioned something that got my attention. Jill started talking about the tremendous growth in sales that this established company had experienced for the last four years, and yet this had all been domestic growth – Arbonne had not even experienced their first international launch! Jill had my undivided attention. Just from researching companies for investment purposes, I recognized that Arbonne’s growth and timing was phenomenal. I told her to send me the product and the business information; I would look it over. When I did, I was further impressed. I grilled Jill and ENVP Jan Kilic, her sponsor, another friend of mine, about every little aspect of this business. I barely let them finish one answer before I fired off the next question – What about the proprietary nature of the products? What about saturation? How do you build your business? What is the income potential? How could I leverage my time? Long story short, I spent the next couple of weeks looking for the holes in this business, but the more I researched, the better Arbonne looked! I made the decision to build my Arbonne business part-time and go back to recruiting full-time. I would see which worked out.

After one month of building my Arbonne business, I had seen enough. I called my boss of ten years and told him I was not coming back. I admitted, “This is a once-in-a-lifetime opportunity, and I do not know when my next once-in-a lifetime opportunity is going to come along.” I sat down with my children and explained to them what it would mean to have our own business – the sacrifice and the hard work. I really felt that God was encouraging me to step out in faith – just go for it! I told my children if this worked out, we would never have to rebuild our lives again, but it would require sacrifice and team work from all of us. They thought about it, and solemnly agreed, “Let’s do it, Mom!” The rest of my family was dubious. “Why take that risk when you already have a job? Why would you give up a great income? What if things don’t work out?” I started my Arbonne business in March 2005, and I went to work like the devil was on my tail. And frankly, when you are a single parent and you have no other income, that’s what it takes to succeed. As a family, we went without things and took on extra responsibility to make this business work as quickly as possible. I was not afraid of hard work — I knew I would have been working hard, no matter where I worked.

But this way, I was working to build financial freedom for *me* and my family, and not for someone else.

The hard work paid off. I made Regional Vice President in five months, and my children went with me to pick out our new Arbonne Mercedes-Benz. I have to say – that was an emotional moment. It was a visible, tangible manifestation of God’s blessings on us as a family, and the evidence of what this company can do for those of you who are serious about building a business. My children will never forget driving home in that new car. Halfway through my first year, my commission checks put me in the black in terms of my start-up business costs. At one year, in March 2006, I made National Vice President.

Now let me say this: I worked very hard to make National Vice President — I threw myself into this business with abandonment! I was determined to make NVP no matter what, and I built my business full-time. There are those of you who are forced to build your Arbonne businesses while also maintaining a full-time job. It may take you two or three years to make National Vice President. Timeline doesn’t matter; only the success! But what if it took you *five* years to make National Vice President? I encourage you to take a look at the average income for an NVP. Is there *anything* else you could do to create that level of income, much less work from home and be present for your family? Because I am such a pragmatist, I thought to myself, “ Even if it took me *twice* as long to make NVP, or only create half the income of those on my team, I would be so far ahead of anything else I could possibly do!” I share with you my timeline for NVP, simply so you know it *can* be done. *I went quickly because I had to!* And if I can do it, so can you! I am no Oprah Winfrey – just a hard-working Alabama girl.

I have been where many of you are right now. You may be scared. You may be intimidated. You may be tired of trying to make ends meet. You may be feeling discouraged, or even desperate. You may be *hoping* some other thing will come along to “save you.” I will share one of my favorite

*continued ...*

## success strategy:

“ Be willing to share the business with everyone, and have a simple system of duplication. ”



Greater Atlanta Nation NVPs at the 2006 NVP Meeting at the Arbonne corporate office.



RVP Jennifer Hall, Donna, President Rita Davenport, ENVP Jan Kilic, ENVP Jill LaVilla and RVP Jennifer Hill at the NTC 2006 St. Louis RVP Luncheon.



Donna with ENVP Jan Kilic at the 2006 NVP Meeting in Laguna Niguel, California.



Donna with Area Manager Julie Kennedy and RVP Nicole Thompson at the 2007 Arbonne "Test Drive A Mercedes Day" at Crown Mercedes/Birmingham.

quotes by a friend of mine, Oscar LaVilla: "Hope is not a strategy!" I encourage you to step out in faith, at the level of your dream today. Today, you might only be able to dream of a few extra hundred dollars a month. Today, you might only dream of making \$20,000 a year. Or maybe you already have a big dream at this moment – your Arbonne business can be whatever you want it to be! Let me put it to you like this: Given the same number of work hours, tell me what other business could produce this level of income with modest start-up costs, no overhead and no employees, allows you to work from home and be there for your family, or to simply have control over your own time? If you can find an opportunity that is superior to Arbonne, you call me – it does not exist!

I have to share with you that I absolutely committed to do this business, based on the income potential. That is where my need was at that point in my life. However, my quality of life has been significantly impacted by Arbonne products. We use everything! And it was not just the income potential that caused me to call up my old boss and resign. The reality was, I had no idea what it would be like to be surrounded by so many sharp, successful, like-minded individuals who encouraged me, and helped me work toward my dreams! I will never go back to a job. I have chosen my best life!

While I have put in many hours building my business, the truth is, that I have been greatly blessed by God, as it regards my team. I have four fantastic RVPs: ERVP Jennifer Hall, RVP Luann Rushin, RVP Nicole Thompson and RVP Lisa Hartley. Each one of you is an exceptional woman, each gifted in individual ways, and it is a joy and privilege to work with you!

I am grateful for and value every single person on my team – the Area Managers, the District Managers and the Consultants. I love learning about each one of your dreams, and am honored to work alongside you as a business partner!

I am so gifted by my upline – my dear friend, ENVP Jill LaVilla, who thought enough of me to approach me about the business. "Where would I be, Jill, if you had not shared Arbonne with me? 'Thank you' seems so inadequate!" This is a thought on which every one of you, who are building an Arbonne business, should meditate. You might be feeling too intimidated to talk to a prospect who is already successful, or who is experiencing a difficult time in life. Do not cheat them out of a life-changing business! There are individuals out there right now who are looking for an opportunity exactly like Arbonne. And the reason why I know this to be true, is: *I was one of those people!* Or, as our President Rita Davenport says, "What you're looking for, is looking for you."

Thank you to ENVP Jan Kilic, my closest friend and business partner. I am so fortunate to have you as a business buddy in building our businesses! I appreciate your encouragement, in continuing to work on being the ENVP I aspire to be! Your strategy and discernment has been priceless to my business and to our friendship.

Thank you to the unbelievable leadership, that I have been so fortunate to have modeled for me: ENVP Wendy Mitchell and ENVP Sibley Gammon.

Sibley, thank you for blazing that trail of success for us! Your team recognizes the tremendous leadership that got the Arbonne = REsults™ system going, and created the opportunity for so many of us to drive to NVP. 23 NVPs in two years – what an accomplishment!

Thank you to ENVP Andy Inman, ENVP Shannon Johnson and ENVP Susan Hutton. Where would we be, without our blueprint for success, and the creation of the Arbonne = REsults system? Thank you to ENVP Donna Johnson, our great-great-great-great-great (etc.) grandmother in the business. What an example of humility in leadership you are!

We are so blessed to have the Arbonne executive leadership that we have: Our "been there, done that" President, Rita Davenport. What a tremendous asset, to have a President who has built a business, just as we have; to have a company leader who we know has experienced that hard work first-hand. What a blessing to have Chairman & CEO Bob Henry, who has guided Arbonne to our unbelievable success, and, of course, Sr. VP Product Development & Field Events Candace Keefe, who keeps those cutting-edge products coming for us – products unparalleled by any company! We appreciate the vision, strategy and hard work of every person in the executive office. We also appreciate all the hard work of those unseen: Customer Service and VP Support! (Thank you, Monica!)

Above, all, I thank my children, who have sacrificed and worked alongside me. I could not have been successful without their teamwork and encouragement. They are my *Why*.

And lastly, I am grateful that we have a business where we can openly acknowledge our blessings. We are truly a favored company!

The Charleston Team: EDM Debora Haag, RVP Lisa Hartley and Donna.

