



CREATING & SHARING YOUR STORY

SHARE YOUR STORY TO BUILD RELATIONSHIPS

Your story should include your “Why” which is your motivation to start and continue to build your Arbonne business as well as some personal information about you that helps people get to know you better.

Here’s an easy outline to follow as you pull your thoughts and facts together.

➤ START BY INTRODUCING YOURSELF

This should include your name and your title with Arbonne. Make sure you also share that you are an Independent Consultant so that it’s understood that you are not an Arbonne employee.

EXAMPLE: *My name is Jane Doe and I’m an Independent Consultant and Executive National Vice President with Arbonne International.*

➤ SHARE HOW YOU WERE INTRODUCED TO ARBONNE

This might include who first told you about the products, what you were first attracted to, and how you decided to also become an Independent Consultant.

EXAMPLE: *I was first introduced to Arbonne at my sister’s house. I was so excited to learn about their values and their ingredient policy that I immediately decided to start to switch all of my products to use Arbonne. After using the products for a few months and becoming friends with my Consultant, I decided to join her to start sharing and selling the products with my friends and family.*

➤ EXPLAIN WHAT YOU LOVED WHEN YOU STARTED

This might include your favorite products, the support you received, and even the opportunity to earn a little extra money by selling products.

EXAMPLE: I love Arbonne's mission to empower people to flourish with sustainable healthy living and I am in LOVE with their products and community. I'm proud to be aligned with a company that is a Certified B Corp which means that they value and balance people, the planet and profit. For me though, it started with the simple holistic approach to beauty and wellbeing with products that are plant-powered and always formulated vegan, cruelty-free and gluten-free. Our 30 Days to Healthy Living products are my favorites and I use all of them daily. These and the 30 Days to Healthy Living Program helped me create a healthier lifestyle. I have to be honest and say I also loved earning a little extra money when I shared what I loved, and people bought the products to enjoy them too. At earnings.arbonne.com, you'll find the Independent Consultant Earnings Statement, which shows the average time it takes to promote to each level and the average annual earnings; this will show you what's possible through sharing and selling Arbonne products and building a team who does the same.

➤ SHARE YOUR WHY

This is what motivated you to keep building your Arbonne business.

EXAMPLE: As I spent more time building my Arbonne business, I realized that I wanted more out of my life. I wanted more time to spend with my family and to do the things that mattered the most to me. I saw that if I worked hard, I had the opportunity to achieve these goals and that always kept me focused to remember that I wasn't just doing this for me.

➤ CLOSE WITH HOW YOU FEEL TODAY

This could include what has changed in your outlook on life, what you love most now or what your purpose is.

EXAMPLE: I am so grateful that I have a purpose-driven business that gives me the flexibility to adjust my schedule to work my Arbonne business when I can, in the nooks and crannies of my life while I also get to spend time with family and friends. I would love to tell you more about these incredible products and share with you how you could become a part of the Arbonne Community as a Preferred Client or an Independent Consultant.

At the end of your story, you could close with an invitation to set up time to learn more or to join a Discover Arbonne presentation.

If you're sharing your story as the opening to a DA, from here it's time to start sharing more about Arbonne. You can hold a Discover Arbonne wherever and whenever you would like, as long as it's compliant, following these guidelines:

- If you are going to use slides for a Discover Arbonne presentation, then you must always use the Arbonne Home Office Discover Arbonne slides that can be found on The Source. You must use all slides and always share the entire Independent Consultant Earnings Statement (ICES) and cite earnings.arbonne.com.
- If you don't use slides for your DA, you must share the entire ICES and clearly instruct participants to go to earnings.arbonne.com for any questions related to earnings and to learn more.
- You can share the 4 levels in the Arbonne SuccessPlan (DM, AM, RVP, NVP).
- Remember that you cannot share any of your financial achievement, income, speed to promote to the next level, etc.
- Always refer people to view the ICES at earnings.arbonne.com.

A typical Arbonne Independent Consultant (AIC) in the United States earned between \$120–\$502 in 2019 in earnings and commissions. The VP Success Award is available at the VP level; less than 2% of the AICs achieve this award. Please see earnings.arbonne.com.

The results featured are not typical. Actual results will vary depending upon individual effort, time, skills, and resources. Arbonne makes no guarantees regarding earnings.

