



EYE ON ARBONNE EXECUTIVE NATIONAL VICE PRESIDENT



Amy Sky

Arbonne Independent Consultant, Executive National Vice President
Profession: Arts, Entertainment, Media

Don't Let Ego Cloud Your Judgment

For over 25 years, Amy Sky of Toronto, Canada, has felt blessed to be able to make her livelihood doing what she loves — making music. But with advances in technology and accessibility that directly affected the music industry, she found she wanted an additional income stream. Following the advice of her music business mentor, she jumped into Arbonne and has been singing its praises ever since.

I am a singer/songwriter. I perform live and in the studio, and I write and produce songs for myself and others. I am fascinated by the power of words and music to transform people's hearts and minds, and have been very blessed to have had my music connect with millions of people. The songs I write and sing are on the radio every single day in Canada. I have also been blessed to marry a fellow singer/songwriter, Marc Jordan. We live in harmony, both in creating our music, separately and together, and in raising our two musical children, Zoe and Ezra. Our income has always been a sandwich — the two pieces of bread were performing and airplay, and the meat of the sandwich was the CD sales.

The Internet makes Arbonne an incredible business — people love the convenience of shopping online, and having premium personal care and wellness products delivered to their door! The digital age however, has profoundly affected the music industry. People have also discovered that a few clicks will get you pretty much any song ever recorded, for free. As a result, CD sales and legal downloads have greatly diminished. So over the last few years, we gradually lost the meat from our sandwich.



Amy and husband Marc Jordan on the NVP Challenge Trip in Prague 2014.



Amy and ENVPs Tabatha Debruyn, Iain Pritchard and Camilla Eves on Safari on the NVP Challenge Trip in South Africa 2013.

SUCCESS STRATEGY

“If you want to have what you’ve never had, you have to do what you’ve never done.”

With CEO Kay Napier, being recognized as a member of the Million Dollar Hall of Fame at GTC.



Amy with her Whys: Ezra, Zoe and Marc.



Singing at CNTC in Calgary 2011.



NVP Gillian Weinrib, ENVP Camilla Eves, Amy and NVP Sarah Morrison at GTC 2011 in Las Vegas.



Amy at GTC 2011 in Las Vegas.

In July 2008, I reconnected with ENVP Linda Blum Huntington. Linda had been my publisher and she was my first positive female mentor in the music business. So, when she told me Arbonne was a way for her to create an additional income stream to allow her to pursue her music projects, I was all ears! She and her Sponsor, ENVP Sue Cassidy (a fellow songwriter), painted a big picture of the income opportunity, and also pointed out that you can't illegally download face cream!

At first, however, I wasn't coachable. I thought I needed to be as unique and outside the box with my Arbonne business as I had been with my music business. Nothing could be further from the truth. My Arbonne business only gained momentum when I followed my upline's system for success in sales and sponsoring.

I was also afraid I didn't know how to "sell." What I learned was that I needed to "S.E.L.L." – Share, Educate, Listen, and Learn, so that I could learn how to sell Arbonne's products. So after some challenges and detours, I finally learned to follow the system. In the six years since I began, I've been an ACE award recipient, a multiple NVP Challenge Trip achiever, and an Arbonne Million Dollar Club achiever.

People often ask me if my success owes something to my celebrity, but it's quite the reverse. Being in the public eye tends to make others assume they can't do Arbonne. The reason I've achieved so much is because along the way, I've helped 12 others also reach the top of the company as NVPs and helped over 60 others earn their Mercedes-Benz Cash Bonus. Our SuccessPlan is designed to reward us for helping others be successful.

Initially, I was afraid of what my friends, family and fans would think. What if everyone assumed I was doing Arbonne because my career was on the rocks? You might think that being a performer, I would be confident and outgoing, but the truth is I was just the opposite. I was confident on stage, at a distance from people, doing my own thing. But when faced with picking up the phone, I was a nervous wreck! Like many creative people I know, I suffer from anxiety and shyness.

But all of that was really just my ego talking. One of the most transformative pieces of advice I got was "Don't let your ego cloud your judgment."

I happily found my first three incredible ACEs within my first year, NVP Sarah Morrison, a singer; ENVP Camilla Eves, an actress; and NVP Gillian Weinrib, a math teacher. As I pushed towards becoming a Nation, my frontline leadership roster grew to include ERVP Leigh Anne Saxe, a life coach, and EAM Lisa Garber, an executive coach. These inspiring leaders were not people I knew before Arbonne. I did what I now coach my team to do: Get your ask in gear and present the opportunity to as many smart, hard-working, positive-minded people you can. All of us had different *Whys* for doing the business. But they all involved being able to design our best lives, and finding the proper work-family balance. All of us believed that Arbonne would give us the power to make the choices we wanted in our lives. And all of us loved the fact that we could empower our own lives by empowering other people.

My confidence in the products helped build my belief. The more I use them, the more my passion grows. They suit every aspect of my busy freelance lifestyle. The anti-aging skincare products keep the appearance of my skin in incredible condition. The makeup is high performance and is not only perfect for every day, but rocks on the red carpet and stage, and is color correct for my high-definition TV appearances and photo shoots. The hair products are salon quality. The nutrition and weight management line is increasingly becoming a focus for both women and men and they make staying healthy on the go a no-brainer for me.

So as I built my belief, day by day, my fears started to recede. I came to understand that Arbonne is a personal development company wrapped around a personal care product company. The more I learned to push beyond my comfort zone, the easier it became to connect with others – and not just in Arbonne. The leadership skills I have gained have benefitted all of my relationships. I have continued to pursue my own recording and performing alongside my Arbonne

business, as well as working on projects with treasured colleagues, showing that an Arbonne business can give you a new full-time profession, or it can help you reach your goals in your current profession.

Arbonne offers premium products with targeted results. But the business opportunity may be the best product Arbonne offers because it allows us to become the best people we can be, in body, mind, heart, and spirit. For those of you who think you can't do this business because you are afraid to step outside your comfort zone, I encourage you to "fake it till you make it." The voice inside your head is the only voice that has control over your future. Never say anything to yourself, about yourself, that you wouldn't say to someone else. Be kind, encouraging and patient with yourself. Believe in yourself and others will, too.

I have so much love and gratitude for those who believed in me. To ENVP Linda Blum Huntington, ENVP Sue Cassidy, and ENVP Aldis Loreno: Thank you for supporting me every step of the way.

To my amazing ACEs: ENVP Camilla Eves (the first person outside the U.S. to become a 4-wide ENVP), NVP Sarah Morrison, NVP Gillian Weinrib, ERVP Leigh Anne Saxe, EAM Lisa Garber, EAM Zoe Sky Jordan, and AM Laura Bonarrigo. You inspire me with your vision, passion and leadership every day. It has been a privilege to help you grow your wonderful teams.

To those in my successline going after big goals this year: I am so proud of you all!

Thank you to: ERVP Amanda Fingerhut and RVP Vivian Shapiro; Area Managers Joie Lee Ruggiero, Jo-Ann Ferreira, Michelle Kossoy, Aynsley Saxe, Heather Pirie, and Diane Taub; District Managers Madeline Stone, Lydia McGregor, Jeannie Cheek, Gloria Mills, Ginger Russack, Lindsay Alcorn, John Alcorn, Emmy Alcorn, Katy Bullard, Candace Russell, Michael Silva, Amy Davis Smith, Amy Bertram, Sophie Serafino, and Shelley Fine.

And to the incredible NVPs in my SuccessLine — you are unstoppable and I am honoured to have you in my life: ENVP Tabatha Debruyn, ENVP Helena Debruyn, ENVP Lital Mintz-Snir, NVP Janice Martell, NVP Alex Trimble, NVP Dana Shalit, NVP Chantale Oliviera, NVPs Rhoslynne Bugay and Trevor Covelli, NVPs Mike and Julie Stowe, NVP Natalie Comeau, and NVP Rachel Mesquita.

To everyone else on my team: I'll see you at the top!

To my darling husband, Marc, and my children, Zoe and Ezra: Thank you for allowing me to spread my wings in yet another direction. Your love, humour and encouragement are the light of my life!



Amy in Maui with Alex Trimble, Dana Shalit, Lital Mintz-Snir, Chantale Oliviera, Camilla Eves and Linda Blum Huntington.



ENVP Linda Blum Huntington and ENVP Sue Cassidy present Amy with the keys to her Mercedes-Benz.



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