



EYE ON ARBONNE

REGIONAL VICE PRESIDENT

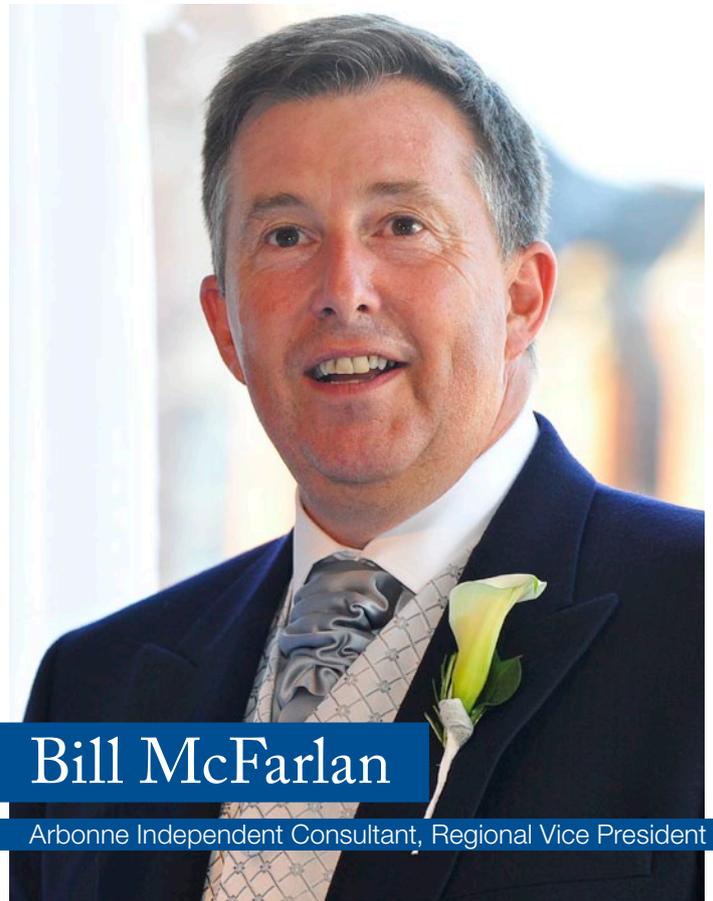
# Creating a Confident World

**B**ill McFarlan of Glasgow, Scotland had a vision to instil self-confidence in others. When he witnessed the personal growth of his wife and daughter as a result of their Arbonne businesses, he knew he'd found what he was searching for.

I came to the conclusion some years ago that many people had the ability to be successful, but most lacked the self-belief to fulfil their potential. While I had seen this in people all over the world, I found it to be most evident in my beloved Scotland. I launched two initiatives to address the issue, each of them harnessing the influence of experts and well-known figures from the community. The media picked up on the theme and gave it column inches and air space. But without proper funding, and with a demanding work schedule, the goodwill and momentum fizzled out.

Then a phone call from Fort Lauderdale in 2007 changed the course of my family's life, and ultimately, the lives of thousands across the UK. ENVP Sue Cassidy had started her Arbonne business and wanted my wife, ENVP Caroline McFarlan, to get it going in the UK. It sounded a

Caroline and Bill at the moment he realised he was heading to RVP: winning the Area Manager Organisational Volume Award at UK NTC 2011 Birmingham.



**Bill McFarlan**

Arbonne Independent Consultant, Regional Vice President

bit weird and wonderful to me. But I told Caroline that I would back her all the way.

*"This was the very vehicle I had been seeking to help grow the self-belief of individuals."*

The first change I noticed was in Caroline, who began to overcome her deep-seated fear of presenting. She explained the business with consummate ease and blew away the first Arbonne UK conference and a crowd of 150. By this time, Caroline was the UK's first RVP and she had grown into an inspirational leader. Our daughter, ERVP Emma Sangster, had joined Caroline's team and was making steady progress.

Something remarkable began to take place in the meetings that were growing in size with every month. Shrinking violets spoke with passion about why they had joined this business and how it was changing their lives. Then the penny dropped for me. This was the very vehicle I had



Oliver Creanor is delighted that his mum — Bill's daughter, Victoria — has just been made a Doctor of Psychology.



been seeking to help grow the self-belief of individuals, while growing their skills and knowledge at the same time. It was called Arbonne and it was growing deep roots in Scotland that were spreading rapidly across the UK and beyond.

My mind was made up. I would start my own Arbonne team and sign up under Emma to work particularly closely with the bright 20-somethings who wanted a better life. Having worked as a TV presenter for more than 20 years, I found the meetings highly enjoyable. But I was failing to attract people to my business with anything like the success I had envisaged.

I had to make another shift. Instead of Arbonne being a sideline income that would eventually help contribute to my pension fund, I started to describe myself as running two businesses. The Broadcasting Business was my *today* business, and Arbonne was my *tomorrow* business. They now had equal billing, and things began to change.

I could tell a vivid story of Arbonne's success, as Caroline had become the UK's first ENVP and Emma, at 24, the UK's youngest RVP. My own success with Arbonne came by going on a mission during the second half of 2011 to build a much wider team, to add to those loyal stalwarts like AM Linda Hill and DM Anne MacIntosh, who had been with me on the journey for two years. I went sponsoring crazy, inspired by ENVP Debbie Neal at the UK NTC. Throughout the autumn of 2011, I worked my consultancy hard by day and Arbonne hard at night. In double-quick time, new team members I'd sponsored — Lindsay Robertson, Kate Broad, Mel Brookes, Audrey Parsell, Diane Gillam and Jim Stewart — became DMs, and I crossed the RVP line on November 30 after the busiest working month of my life. The promotion marked a major milestone for Arbonne, as we became the first mum-dad-daughter team in the world to be VPs simultaneously.

I had reached a new level of contentment. My Arbonne journey had passed a major milestone. My sponsor and younger daughter, Emma, was now a confident, successful businesswoman. My elder daughter, Victoria, had just graduated as a Doctor of Psychology, and her little son Ollie was my great pal. My son, Andrew, was central to my business and setting up his own. And my wife of 30 years, Caroline, had given me the best life anybody could want through her love, support and now her pioneering brilliance with Arbonne.

We've made tremendous friends in ENVPs Sue Cassidy, Aldis Loreno, Sheila Greene and so many other Arbonne stars, all of whom we've learned from, and I thank them for their kindness and wisdom.

Vicky Beckett and her amazing UK Home Office team have also shown us tremendous support and friendship, and make the UK system run like a Mercedes-Benz engine!

Finally, my long-held vision of giving everybody I encountered the opportunity to grow in self-belief had become a reality. And it's an opportunity I can offer to anybody I meet for the rest of my life, thanks to Arbonne.

## SUCCESS STRATEGY

“Create your own plan, or be prepared to be part of someone else's.”



### Top to Bottom

Three of Bill's best friends — son, Andrew and sons-in-law, Stuart and Euan — on the day Bill was Best Man to TV Presenter Eamonn Holmes. • Bill, Caroline and Emma show off their cars at Gleneagles Hotel, with the team who took Bill to RVP! • Emma's wedding in August 2011, with six Arbonne Independent Consultants as bridesmaids and five white Mercedes-Benzes parked outside Glenskirie Castle. • ENVP Aldis Loreno (Higgins), Bill, ENVP Caroline McFarlan and ENVP Sue Cassidy at the wedding of ERVP Emma McFarlan to Stuart Sangster.

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æ ARBONNE. FEBRUARY 2012