



eoa

EYE ON ARBONNE

ARBONNE INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

AMY SKY

# DON'T LET YOUR EGO CLOUD YOUR JUDGEMENT

Arbonne Independent Consultant, National Vice President  
Amy Sky Nation; Toronto, ON

For over 25 years, I have been blessed to make my livelihood doing what I love — making music. 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 CD sales.

The very thing that makes Arbonne such an incredible business is the Internet. People love the convenience of clicking a few buttons and having premium personal care products delivered to their door! The Internet, 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.

In July of 2008, I reconnected via Facebook® with ERVP Linda Blum Huntington. We hadn't spoken since 1993, when I left the U.S. to return to Toronto after 10 years. Linda was my publisher and she was my first positive female mentor in the music business. So when Linda told me Arbonne was a way to create an additional income stream to allow her to pursue her music projects, I was all ears! When she shared the opportunity with me, she suggested I speak to her NVP and dear friend, Sue Cassidy. Sue and I had both been writers and I had also starred in a musical with Sue's husband, David Cassidy.

Sue and Linda painted a big picture of the income potential for me. Knowing and trusting them, I thought that if they could do it, I could too. However, even though they both stressed that duplication was the key, that concept took me a while to wrap my head around! I had always had success with music by being unique — by doing what others could not do. So while Linda encouraged me to start building a team, I thought I could probably find a different way — I thought that maybe I would just "put the word out there" and people would somehow find my website and buy the products. Rookie error! I can hear the laughter from all of you Independent Consultants who have also tried unsuccessfully not to follow our simple system.

It so happened that the Arbonne National Training Celebration was that September in Toronto. The next day, I had a chance to chat with former President Rita Davenport. She said, "Honey, you have one of the most beautiful voices I have ever heard." She then said the words that became my motto:



Amy with her Why: Ezra, Zoe and Marc.

Amy performing at the Look Good, Feel Better Gala in Toronto, Ontario.



NVP amy sky



Amy with former President Rita Davenport and Arbonne Canada Managing Director John Darraugh at CNTC 2010 Niagara Falls.



RVP Gillian Weinrib, NVP Camilla Scott, Amy and RVP Sarah Morrison at GTC 2011 Las Vegas.

“Don’t let your ego cloud your judgment about Arbonne!” She continued, “You need to go home, look yourself in the eye and tell yourself that no matter what else you have achieved in life, you are not too good for this business. Then you need to *get to work!*”

I’d like to say that the light bulb went off over my head then and there. But it didn’t. I took what Rita said to heart, but I still found it challenging to deal with all of my fears. I was afraid of what my friends, family and fans would think. What if everyone thought I was doing Arbonne because my career was on the rocks? And though you might think that being a performer, I would be confident and outgoing, the truth is that 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 and “getting my ask in gear,” I was a nervous wreck! Like many creative people I know, I suffer from anxiety and shyness.

The truth is that there was still plenty of my “bread ” income to make — but it meant that I would have to travel more and be away from my teenage kids. With the clock ticking on my last years with them at home, that was not a price I was willing to pay anymore. I really had to think about what was important to me.

By this time, I was already head over heels in love with the products, and had seen visible results on my face with the NutriMinC® RE9™ product line. Whenever I said that I was using an anti-aging product line, people would say, “Anti-aging? How can I get some!” So I knew there was a demand for these products. I continued to do my due diligence on both the business and the products. I decided that I had nothing to lose, and everything to gain by sharing Arbonne with others.

I happily found my first three incredible ACEs by the end of 2008. RVP Sarah Morrison, a singer; NVP Camilla Scott, an actress; and RVP Gillian Weinrib, a math teacher, all 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 built my belief. The more I learned, the more my passion grew. I started to see that building a global network of consumers meant simply showing people how to redirect income they were already spending on personal care products. With Arbonne, they could buy premium brand products that are botanically based and inspired by nature. I loved that I could show others how to take the confusion out of skin care. The Arbonne personal care products are formulated without animal products or by-products, phthalates or petrolatum. I loved that I could say, “I lick my lips with confidence!” And I loved that I could share the Arbonne nutritional products and the simple system to help people achieve and maintain a healthy lifestyle.

I experienced weight loss by using the Figure 8® products in conjunction with a reduced calorie diet and exercise program. I now start every day with a cup of Figure 8 Daily Detox Tea, a Vitamin/Mineral Shake and the Arbonne Smart Nutritional Hybrids™ Daily Power Pack for Women. I fill up a 32-ounce SeaSource Detox Spa™ bottle with water and pop in an NRGGO3! Fizzing Beverage Tablet! I never leave home without tea, chews and tabs in my purse!

So as I built my belief, day by day, my fears started to recede. Rita used to say 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 and communication skills I have gained have benefitted all of my professional and personal relationships. I have

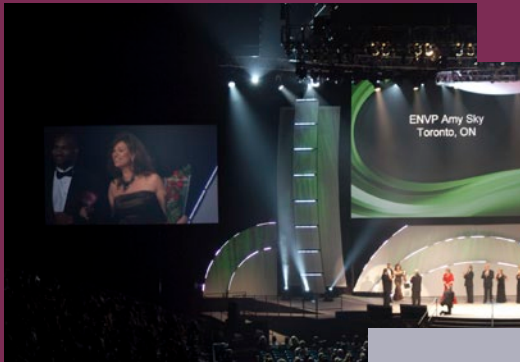
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## success strategy:

“ Connect with what makes you passionate about Arbonne, and use that passion to speak with your authentic voice. ”



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



Amy at GTC 2011 Las Vegas.



Amy with Olivia Newton-John and Robin Roberts at the Susan G. Komen Gala at the Kennedy Centre.



The Amy Sky Nation at GTC 2011 Las Vegas.

continued to pursue my own recording and performing alongside my Arbonne business, as well as working on projects with treasured colleagues, proving that Arbonne can give you a new full-time profession, or it can help you reach your goals in your current profession.

Arbonne offers premium quality beauty, health and wellness 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. For those of you who think you can't do this business because you are afraid to get your "ask" in gear, 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. We have to learn to "mind our minds." Never say anything to yourself, about yourself, that you wouldn't say to someone else. Be kind, encouraging and gentle with yourself. Believe in yourself and others will, too.

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

To my first three amazing ACEs, RVP Sarah Morrison, NVP Camilla Scott and RVP Gillian Weinrib: You inspire me with your vision, passion and leadership every day. It has been a privilege to help you grow your wonderful teams.

To everyone in my Nation who went after big goals this year: I am so proud of you all! RVP Lital Mintz, RVP Tabatha De Bruyn, AM Jennifer Morrison, AM Judy Josol, AM Cynthia Benedek-Sanchez, AM Amanda Fingerhut, AM Wendy Sokolowski, AM Vivian Shaprio, AM Irena Hernandez, AM Sonja Melconian, AM Meaghan Douglas, AM Joanne Vizzini-Lobo, AM Alexandra Trimble, DM Lisa Garber, DM

Madeline Stone, DM Laura Bonarrigo, DM Tamey Macintosh, DM Sherry Double, DM Michele Willis, DM Terri Catlin, DM Jane Moffat, DM Laura Brailsford, DM Teena Larsen, DM Glenda Fraser, DM Paula Varvaro and DM Janet Green.

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!



Backstage at NTC 2010 Las Vegas with members of the Sue Cassidy Nation: NVP Camilla Scott, RVP Gayle Longhurst, ENVP Sue Cassidy, ENVP Iain Pritchard, Amy, ENVP Gordon Fraser and RVP Sue Pritchard.

Amy with members of the team in Nation Qualification at CNTC 2010 Niagara Falls.



The Arbonne Independent Consultant featured in this EOA has achieved the rank of National Vice President. The average number of active Arbonne Independent Consultants who achieved this rank and average compensation is described further in the Independent Consultant Compensation Summary (ICCS) available at [arbonne.com](http://arbonne.com) > The Company > Corporate Information > 2010 Independent Consultant Compensation Summary.

The testimonial in this EOA is for illustrative purposes only and does not represent income projections. The results discussed in this EOA by the featured Arbonne Independent Consultant are not typical and should not be relied upon by prospective or current Arbonne Independent Consultants as an indication of what they should expect to earn. Actual results for each Arbonne Independent Consultant will vary depending upon individual effort, time, skills and resources. Arbonne makes no guarantees regarding income.