

A close-up portrait of a man with short, dark brown hair, smiling warmly. He is wearing a dark grey blazer over a dark collared shirt. The background is dark and out of focus.

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EYE ON ARBONNE

EXECUTIVE NATIONAL VICE PRESIDENT

Gordon Fraser

Arbonne Independent Consultant

Why Delay Greatness?

Gordon Fraser, of London, was tired of the corporate grind and eager to pursue his passion for film and acting. Although he had many doubts about the network marketing industry, he made the decision to educate himself and look into the Arbonne opportunity. In the end, he chose not to watch others' success from the sidelines, and he's made it to the top right beside them!

There are two types of people in the world — those who make things happen and those who watch things happen. Everybody knows someone who wants to create an additional income stream and everybody says if they were given the choice, they'd prefer to be their own boss. Most people today want to look after their health, live longer, look younger and feel better. We're all conscious of the "lifestyle" revolution, and on the whole we'd rather be home-based, present in our families' lives, than commuting to work and stuck in an office making someone else rich!

The definition of insanity is doing the same thing over and over again and expecting different results. If you continue doing what you're doing, what will your life look like in five years' time? A sobering thought for me in January 2007 ... by stepping out of my comfort zone and doing things I wouldn't ordinarily have done, my life now looks completely different. I'm much less stressed, I'm much happier, I'm far more successful and I'm more confident than ever. The best thing is, I feel like I haven't even scratched the surface. I'm going to the top of Arbonne and I want to take every single person with me.

"The definition of insanity is doing the same thing over and over and expecting different results."

These are exciting times if you're an entrepreneur in the network marketing industry. Arbonne is well positioned to take advantage of the billion-dollar wellness industry. With a rich Swiss heritage, Arbonne has 30-plus years of specialisation in anti-ageing and wellness; we're a convergence of trends, an exciting company driven by the Internet, straddling six exploding sectors of health and wellness, coupled with the dynamic network marketing industry. Arbonne is at a global tipping point and you could be part of it. The Internet has changed everything — shopping online is more convenient than retail, consumers are maximising e-commerce, and everybody says it's the future for distribution of products and services.



Gordon with his sponsor, ENVP Caroline McFarlan.



Gordon's Mercedes-Benz, courtesy of Arbonne.



Gordon's home in 2010 — Sutton Park, Surrey.



Above: Former President Rita Davenport with the UK VPs.

Left: Gordon's upline, downline and crossline NVPs at a team training in New York, 2010.

We're entering an enlightened age — there's a definite shift in our awareness, we're better educated than ever before, and many people are beginning to learn and care about the ingredients in their skin care products, and pay attention to what's in their homes and our environment. We're making informed decisions on health measures and lifestyle choices so that we can improve the quality of our lives. Most people are looking for companies they can trust who have values and are ethical, forward thinking and results-driven.

Men are increasingly interested in taking care of themselves. They're investing in their health and wellness — maintaining physical fitness and youth is high on the agenda. It's never been more current or relevant for men to look after themselves. Whilst men are acutely aware of diet, digestion, exercise, stress management and creating long-term health, women are increasingly focused on staying well with bone health, hormones, metabolism, skin and hair, whilst staying committed to looking good and feeling great. Women want to change the basic condition of their lives. For women, nutrition and lifestyle is key, as is the pursuit of freedom, pleasure and joy.

We're beginning to realize that our health is the most precious commodity we have. Men understand this and women are usually very good at making the most of it. This is a shift in education, and it will never lessen. We need safe and effective products that will supplement our health, and we want them from companies we can trust, at a reasonable price.

When you buy personal care products, you have to buy them from somewhere ... but have you ever received a thank-you cheque for shopping at a department store? Think about this ... what if you referred five of your friends to shop there and they all referred five of their friends to shop there — you'd be responsible for 30 people shopping and buying there based on your original referral. Again, would that store send you a cheque? Probably not. However, someone is earning and will continue to have the potential to earn income from your purchases and your referrals. That's doing network marketing and not getting paid for it.

If you could be shown a way to get pure, safe and beneficial products, turn that expense into an income stream, refer people and teach them to do the same (which has the potential to become life-changing income), would that be of interest to you?

Stop buying at retail. Start buying superior products for yourself at a discount online. Teach others how they can do the same. Duplicate the process consistently over time.

Create a network of career consumers, all redirecting their monthly health and wellness spending to Arbonne and consuming the Arbonne product ranges on a daily basis. We show you how you can Arbonnise your home and purchase products for your own health and well-being.

When your products run out, you reorder online again and again and again ... so by doing this and showing others how they can do the same, you have the potential to make a generous income.

Most people want what we have to offer because we add value to people's lives. When I heard that network marketing was being taught at Harvard Business School and that famous economists and wealth experts were involved in the industry, I realized I was missing something.

"Most people want what we have to offer because we add value to people's lives."

Network marketing is a legitimate method of distribution — often referred to as word-of-mouth advertising — in which money is paid to the people building the networks, rather than into the process of taking a product to market, as in the traditional retail model. With many of the overheads in network marketing removed, you often get a higher quality product at a substantially reduced price.

I was looking for a vehicle, an engine to generate income that I could use to invest in other projects, such as my passion for acting, film and theatre production.

When I made the connection and joined the dots, I realised this was it. This was the vehicle for me to get what I wanted out of life. I had antiquated views of this business, so I had to get out of my way, put my ego aside and educate myself.



Tiffany and Co. gifts, with love from Arbonne.

SUCCESS STRATEGY

“Commitment: Do what you said you were going to do long after the feeling has passed.”

This has always been a business for me, rather than a hobby. I know the difference — hobbies cost you money, whilst businesses make you money. I was prepared to work this as a business consistently over time with a realistic expectation, open to being coached and focused on success.

Before I trained as an actor, I was part of corporate Britain. I never had the ability to leverage my time as an employee — I was the leverage. No matter how hard I worked, I was never going to be the CEO! Now I have the potential to get paid on my sales and efforts and a percentage of my SuccessLine's sales and efforts. When I was in corporate, I never felt valued. I earned a lot of money for my past employers, but I had no ownership and never had the opportunity to create the income I desired.

I believe the compensation plan offered by Arbonne is the best in the industry. There are different levels of success and my goal was to get to the top. As an ENVP, I have the ability to create a life by design, travel the world and earn a cash bonus to pay for the white Mercedes-Benz of my choice. In Arbonne, we're building assets. At the Area Manager level, we've the potential to "will" our business to a family member. Build your business well, maintain it, and you've the ability to impact generations of your family for years to come. Where else can you do that?

The most amazing aspect of this business is that we get to choose. Life is about choices and yet so many people get stuck in a routine we never chose. I didn't want someone dictating my earnings or stating my worth, when I went on holiday and where I live. These are choices I want to make for myself.

There's an old saying that in order to have what you've never had, you've got to do what you've never done. Shake hands with yourself in five years' time and ask yourself, what if it works? I quickly recognised that this business was going up with or without me, and I made a decision to be part of the growth. I wanted to know that when Arbonne became a household name, I was part of the success. Knowing where we're going, who'd want to watch from the sidelines and wish they had been part of it? I decided I was not missing this boat.

Like any business, Arbonne requires commitment, discipline and time. If it were easy, they'd give you a white bike; nevertheless, it's a level playing field and it can be hugely rewarding for those who take the path of most resistance. We make up-front, short-term sacrifices, cut through the head-junk, and become students of network marketing and self-development. We invest in ourselves and strive to get a little bit better every day. We create leaders and give ourselves the opportunity for the ordinary person to live an extraordinary life.

Thank you to everyone who's been part of our incredible success — upline, downline, crossline, and corporate: Thank you for all you've done and all you continue to do to help us have more, be more, and do more so we can give more. Our business is the only game in town. When one wins, we all do. You make the difference and I'm so grateful we're doing this together. Here's to us!



ENVPs Lisa DeMayo, Becky Young and Gordon wearing their awards.



Some of Gordon's amazing SuccessLine at AAC 2010 Oxford.



NTC 2010 Las Vegas.

The Arbonne Independent Consultant featured in this EOA has achieved the rank of Regional 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 > The Company > Corporate Information > 2009 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.