

A close-up portrait of a man with short, dark hair, smiling slightly. He is wearing a white suit jacket over a light blue collared shirt. The background is a soft-focus outdoor setting with green foliage and a wooden fence.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
NATIONAL VICE PRESIDENT

IAIN PRITCHARD

I SELL SOLUTIONS, NOT LIPSTICK

Arbonne Independent Consultant, National Vice President
Iain Pritchard Nation; Guildford, Surrey

My journey with Arbonne really began in February of 2008. I had little desire to sell makeup or skin care, I had no experience in network marketing, and I had no time. So I guess you could say this wasn't for me. However, things were changing in the world economy and my business was about to get hit like many others. I had been part of the recent property boom and had built a residential portfolio and run my own successful property development and interior design business. I had been fortunate to benefit from the huge rising UK property market. I enjoyed what I did and the lifestyle it had given me along the way. However, I soon saw that things were changing, our global economy was changing, the way our world worked was changing, and although I didn't realise it at the time, Arbonne came into my life at exactly the time I was about to need it. My partner, ENVP Gordon Fraser and I had been introduced to Arbonne through a close friend, ENVP Caroline McFarlan, who was just about to begin building her Arbonne business. Arbonne was opening its doors in the UK, and she shared with us the possibilities and the opportunity it offered. Once I understood the industry of network marketing, I realised this would be the vehicle for me to leverage my time and give me the opportunity to create "right now" money and additional streams of income with a company that was about to globalise on a massive scale. I immediately jumped in.

Network marketing is for everyone. It is the level playing field that can give the ordinary person an extraordinary life by simply redirecting their personal care consumable spending and teaching others to do the same. I love how this concept works. This viable business model is for everyone who has a desire to have something more than they currently have, by helping others to achieve more. By simply helping a few people create teams that duplicate their efforts, I have the ability to be paid on my sales volume and the sales volume of the Arbonne Independent Consultants in my network. It's exactly the same as any corporate structure, except that in Arbonne, everyone has the same opportunity to benefit from the leverage. Instead of the money going into different corporation's pockets, the money is being shared out among the individuals building the networks. This is the business model of the 21st Century. It rewards effort. More and more companies are using this model as a low overhead and legitimate vehicle to distribute products and services. With online ordering at an all-time high and technology changing the way we all do business and live our lives, this is the future and Arbonne is my vehicle.

I loved the products and immediately began building my SuccessLine (board of directors!). I could decide whom I worked with, what time I got up, and when I needed to take a week off! I had no boss. No one was going to decide what I was worth. Arbonne gave me the opportunity to



ENVP Caroline McFarlan, ENVP Gordon Fraser and Iain.

Iain with his sponsor, Gordon Fraser; Gordon's sponsor, Caroline McFarlan; and Iain's direct RVPs, Sue Pritchard, Sarah Mills and Karyl Iles.



NVP Iain Pritchard



ENVP Caroline McFarlan, ENVP Aldis Loreno, Iain, ENVP Sue Cassidy and ENVP Gordon Fraser at NTC 2009 Las Vegas.



Iain's parent's 40th anniversary. L-R: EDM Jim Pritchard, ERVP Sue Pritchard, ENVP Caroline McFarlan and EAM Bill McFarlan.

help create financial stability through the sales of products flowing through my network, introducing people to a different way — a smarter way! And I could do this in the nooks and crannies of my life. I had less than 10 hours a week to commit to my Arbonne business, but I knew if I worked smart, not hard, I could do it. Working smart meant showing others how to purchase their personal care products online and redirect the money they were already spending into the Arbonne network. It meant finding at least four or five others willing and committed to partnering with me, to duplicate my efforts and teach others to do the same. If I were to find five people to join me in this business, coach them to follow a proven system for success, and teach and train them to find their own five people, then I would have a team of 25. If they duplicated that, then I would have 125 people in my organisation. Now every time those people run out of shampoo or shaving gel, mascara, sunscreen or lipstick, they are going to need to buy it from somewhere. So they go online and buy it again ... and again... And each time, you get paid on it again and again. Genius! This is the opportunity to be paid a generous income as a result of an initial introduction to the products and the concept. This is network marketing. Word-of-mouth advertising that has the potential to pay you over and over. I could follow a proven system for success by dropping off sample kits of the RE⁹ Advanced™ anti-ageing products with people for two to three days and allowing them to experience them in their own home. The follow-up conversation helps them find a fit in Arbonne. I have the ability to give people hope in this ever-diminishing economy. I sell solutions, not lipstick. This was so simple. I could find the odd hours to do this in my week and show others how to duplicate me. I didn't have to have a party or a Ph.D. in skin care to build a consumer network of Independent Consultants and Clients purchasing product!

I really encourage you to take a serious look at Arbonne. If you don't, the simple truth is that someone else will. If you decide this

isn't the vehicle for you, then that's fine, but someone else will see it as their Plan A, Plan B, exit strategy from corporate, chance to be present in their children's lives, chance to build an asset that might help create income for life, chance to share this with others and help thousands live better lives. Someone you know will become very successful in Arbonne. Why not make it you! I realised very quickly that for every day I didn't start this business and for every person I didn't speak to, I was literally giving away a percentage of my future opportunity to someone else. I guarantee that if you don't speak to them, someone else will!

Many people who had less understanding of this industry tried to take this away from me. My dreams weren't for sale and no one was going to tell me otherwise. I had to decide whether I was going to listen to successful people who had proven this business could work, or the narrow-minded friend or family member who was quick to tell me I was mad, although they didn't have the lifestyle I wanted. I had a gift to share with others, to help change lives across the globe by sharing how to build an Arbonne business, developing leaders and empowering individuals to have more, be more and share more. And the most exciting part ... even as an NVP, I haven't even begun! This is going global and I am truly focused on where my team and I will be in another five years. This is the opportunity of a lifetime, and the ship is setting sail.

Please ask yourself this: What in the world would stop me from doing this? Do I have everything I want? Is my mortgage paid off? Do I have enough invested to pay me for life when I retire? If my principle income stream stopped tomorrow, how long could I survive on my savings?

continued...

success strategy:

“ Laser-beam focus, unshakeable belief and developing leaders. ”



Iain's parents, DM Jim Pritchard and ERVP Sue Pritchard.



Nation celebration! **L-R:** Fernando Monfort, ENVP Aldis Loreno, ENVP Sue Cassidy, UK GM Vicky Beckett, ENVP Caroline McFarlan, ENVP Gordon Fraser and Iain.



Iain with RVP Sarah Dunning and members of her Region.



Iain with his upline and the UK RVPs.

The products are amazing ... but I couldn't get stuck behind the "selling products" mindset. If I could see past the products to the industry, the potential, the future of our economy and how business will develop in the future, then so can you!

I want to thank my incredible team and my amazing RVPs. The first to promote was my amazing mum, Executive Regional Vice President Sue Pritchard. You were a retired schoolteacher who was looking to show me some support and buy the products. You lived several hours away from me and made this happen against all the barriers you faced. Your generosity to all your team and crossline inspires the entire company. You have broken through so many obstacles to become an ambassador for this industry and a true pioneer.

To RVPs Claire Shaw, Karyl Iles, Sarah Mills, Ella Harper and Sarah Dunning: You ladies raise the bar. You inspire and lead your teams with passion, commitment and unwavering focus. You are all such amazing individuals.

To the Area Managers, District Managers and Consultants in my organisation: Your journey is underway. Keep focused on your goals and remember that you can do anything you want in life if you align those goals with action.

To my sponsor, partner and best friend, ENVP Gordon Fraser: We truly have everything at our fingertips because we made the decision to do this business. We have fallen and gotten straight back up. We have laughed and cried our way to the top. We have been willing to step out when many said we were mad. Our lives and so many thousands of others' lives will be forever changed because you said yes to Caroline and we decided to take the road less travelled.

Iain with partner and sponsor, ENVP Gordon Fraser.



Lastly, to ENVPs Caroline McFarlan, Sue Cassidy, Aldis Loreno and Sheila Greene: Your support has been amazing. To have you as lifelong friends and to travel, learn and grow together as leaders in this industry are some of the greater benefits Arbonne brings.

To all my NVP crossline friends, especially ENVP Lynn Hagedorn: Thank you for inspiring me every day to be the best I can.

To all our UK and U.S. corporate staff: A huge thank you. I appreciate you all for everything you do.

To President Rita Davenport: You are the shining light for so many and I appreciate you so much.

All there is left for me to add is this...

Don't be the one who missed the boat because you allowed fears, excuses, or lack of time, understanding, knowledge or self-belief to get in your way. We all have 24 hours in a day. We just need to use them wisely. The person who shared my story with you did so because they felt that something I had written would help you see how this might be a fit for you or someone you know. I am proof. Proof that in hard economic times, being time poor, having little knowledge of this industry and no degree, I could build a generous income part-time, alongside everything else I do. If I can do it, so can you!



Iain's Mercedes-Benz Car Presentation.

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 > 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. Arbonne makes no guarantees regarding income. Arbonne is a product-driven company that strongly encourages the use of its products before becoming an Arbonne Independent Consultant.