

GETTING STARTED GUIDE

Arbonne Independent Consultant



lets get started
SIX TO START

- 1** SIGN UP FOR \$49 AND GET TO KNOW YOUR PRODUCTS BY SNAGGING THE HEALTHY LIVING KIT AND WHATEVER ELSE INTERESTS YOU - WE'VE GOT IT ALL!
- 2** CONNECT WITH YOUR SPONSOR + VP TO WELCOME YOU TO THE COMMUNITY.
- 3** PICK YOUR DATES FOR YOUR GRAND OPENINGS, AND THINK ABOUT WHO YOUR 4 HOSTS WILL BE. WE'VE GOT IT ALL. SIMPLY INVITE AND ASK.
- 4** TEXT, CALL OR MESSAGE EVERYONE TO INVITE THEM TO YOUR GRAND OPENINGS.
- 5** READ "GET OVER YOUR DAMN SELF" OR "FLIP FLOP CEO" ASAP. (PRO TIP: USE AUDIBLE)
- 6** GET EXCITED, START MESSY, CELEBRATE THE SUCK AND USE PASSION AS YOUR FUEL!

WE ARE SO EXCITED FOR YOU!



GETTING STARTED CHECKLIST

- REGISTER (or upgrade to consultant)
- GET YOUR HEALTHY LIVING PRODUCTS INSIDE & OUT
- CONNECT WITH YOUR SPONSOR + VP
- BOOK GRAND OPENING EVENTS
- START INVITING
- GROW YOUR MIND
- READY, SET, WORK!
- BOOK 4 HEALTHY LIVING EVENTS
- YOUR WHY
- YOUR LIST
- FIND 10 HL CLIENTS
 - + Pure30 site
 - + Invite to your Grand Opening events
 - + Book host events (in person or virtual)
 - + Invite to team HL events
- TEACH 3: BUILD YOUR TEAM
 - + Invite to your Grand Opening events
 - + Book 3-way calls and 1:1s
 - + Invite to team DA / Drinks & Dreams events
- PROMOTE TO DISTRICT MANAGER
 - + 10 HL clients = DM Qualification
 - + 20 HL clients = DM Promotion
 - + You + 2 = AM Qualification
- PLAN + PREPARE
 - + Print Getting Started Guide
 - + Join team Facebook page (see announcement posts)
 - + Download Voxer app and Boards app
 - + Listen to "All Things Healthy Living" call
 - + Set up "Goals & Dreams" session with your upline
 - + I Story
 - + NVP bag
 - + Plug in
 - + Register for GTC and incentive trips
 - + Upload your picture and bio on your website
 - + www.greatexpectationsnation.com (password: GEN2022)
 - + Learn the follow-up system

**if you never
chase your
dreams, you
will never
catch them.**

21 REASONS WHY

Make a list of 21 REASONS WHY you want to do this business. Your #1 reason should be something that makes you cry or makes the hair on your arms stand up straight. It needs to mean something to you. It should have an IMPACT when times get hard and you question why you're doing this. After that, begin listing all those other reasons why you're doing the business. Creating a college fund for your kids, saving for vacations, time freedom, remodeling your house. Whatever gets you the most excited about making this business work, is what you should put. If you've done all that and still haven't filled up the list you'll want to start thinking and dreaming bigger with it. Imagine for a minute that you're already hugely successful in this business and are able to do whatever you want with your money. Where would you travel? What causes would you donate to? What would you do with your extra time? Would you volunteer to help special needs kids, or go on a mission trip to Africa? Dream Big here!

1. _____
2. _____
3. _____
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8. _____
9. _____
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11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____

MY NETWORK

sharing the gift

reach out methods

WHO DO YOU KNOW?

(ex: family, neighbors, coworkers, gym buddies, kid's friend's parents)

30 DHL

BIZ

HOST

SKIN

SAMPLES

REFERRALS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
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21. _____
22. _____
23. _____
24. _____
25. _____
26. _____
27. _____
28. _____
29. _____
30. _____

MONTHLY GOAL TRACKER

MONTH: _____

PERSONAL GOALS

Volume: _____

Enrollment: _____

PERSONAL DEVELOPMENT

TEAM GOALS

Volume: _____

Enrollment: _____

IN QUAL

1. _____
2. _____
3. _____
4. _____
5. _____

PROMOTING

1. _____
2. _____
3. _____
4. _____
5. _____

CONNECTIONS

DREAM TEAM

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

HEALTHY LIVING CLIENTS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

CONVERSATIONS

- | | |
|-----------|-----------|
| 1. _____ | 21. _____ |
| 2. _____ | 22. _____ |
| 3. _____ | 23. _____ |
| 4. _____ | 24. _____ |
| 5. _____ | 25. _____ |
| 6. _____ | 26. _____ |
| 7. _____ | 27. _____ |
| 8. _____ | 28. _____ |
| 9. _____ | 29. _____ |
| 10. _____ | 30. _____ |
| 11. _____ | 31. _____ |
| 12. _____ | 32. _____ |
| 13. _____ | 33. _____ |
| 14. _____ | 34. _____ |
| 15. _____ | 35. _____ |
| 16. _____ | 36. _____ |
| 17. _____ | 37. _____ |
| 18. _____ | 38. _____ |
| 19. _____ | 39. _____ |
| 20. _____ | 40. _____ |

FIND 10, TEACH 3

MONTH: _____

BREAK DOWN YOUR GOAL

20 HL CLIENTS = DM PROMOTION

40 HL CLIENTS = AM PROMOTION

BUILD YOUR DREAM TEAM!

DREAM TEAM

Consultant 1: _____

Find: 1 2 3 4 5 6 7 8 9 10

Consultant 2: _____

Find: 1 2 3 4 5 6 7 8 9 10

Consultant 3: _____

Find: 1 2 3 4 5 6 7 8 9 10

EXECUTED EVENTS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

ENROLLED PCs

1. _____ QV: _____
2. _____ QV: _____
3. _____ QV: _____
4. _____ QV: _____
5. _____ QV: _____
6. _____ QV: _____
7. _____ QV: _____
8. _____ QV: _____
9. _____ QV: _____
10. _____ QV: _____

EXECUTED 1:1s

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

DAILY METHOD FOR SUCCESS

- ✓ **20 minutes of personal development** (reading or audio)
- ✓ **Gratitude list** — What are 5 things you are grateful for?
 - 1. _____ 4. _____
 - 2. _____ 5. _____
 - 3. _____
- ✓ **3-5 new asks** (biz, event, program, skin)
 - 1. _____ 4. _____
 - 2. _____ 5. _____
 - 3. _____
- ✓ **3-5 follow-ups from asks**
 - 1. _____ 4. _____
 - 2. _____ 5. _____
 - 3. _____
- ✓ **3-5 client/PC follow-ups** (service, renewals, PC rewards, etc.)
 - 1. _____ 4. _____
 - 2. _____ 5. _____
 - 3. _____
- ✓ **3 team member connections** (if u don't have a team yet, you will!)
- ✓ **3 relationship-building actions**

(reach out to past contacts, comment or private message on social media, create new connections with a "Happy Birthday," etc.)
- ✓ **Make a social media post / Engage on team pages**
- ✓ **Review your monthly goal tracker**
- ✓ **Plan your next 3 priorities for tomorrow**

**today I will
win my day!**

GETTING STARTED IN DETAIL

GREAT INFORMATION TO KNOW UPFRONT

- + NVP's team website - www.greatexpectationsnation.com (password: GEN2022)
 - + Boards app
 - + Team Nation Facebook page
- Read the weekly post where you will find:
- Team call schedule
 - Team event schedule
 - Check monthly happenings post (all monthly flyers located in Featured section)
- + Healthy Living Groups start the 1st & 3rd Monday of every month

OUR SYSTEM: 40 CONVERSATIONS PER MONTH

- + **YOUR GOAL:** Have 40 conversations per month - Find 10 HL clients - Teach 3 to do the same

REACH OUT METHODS

+ HEALTHY LIVING PROGRAM

- Make healthy living your business
- Reach out & invite as many people as possible to join you on the Healthy Living program your first 30-60 days
- This program can assist you in building your team and bringing you monthly nutrition reorders
- Referrals are HUGE in building your business so don't be afraid to ASK!
- Private Facebook Groups start the 1st & 3rd of every month
- AWESOME GOAL: 5-10 new PCs in each group (2 per month)
- You can reach 40 Faces with this method alone

+ GROUP PRESENTATIONS

- Maximize your time by getting in front of groups of people (in person or virtual)
- AWESOME GOAL: 1-2 group presentations per week (inviting guests to team or your own events)
- Group presentations are a great way to launch your new business partners (in person or virtual)
- 6-10 group presentations in your first 30 days would reach your 40 Faces alone (your own, with a Host, or guests on team events)
- Event GOAL: Sell Arbonne products, build your team & schedule future events (if someone can't host, invite them to a future event)

+ **ONE-ON-ONE & 3 WAY CALLS/VIDEO CHATS**

- Can book multiple per day
- For Consultants who prefer one-on-one appointments
- Use "Is Arbonne For You?" document for virtual or in person "coffee" dates
- GOAL: BOOK 3-way chats RIGHT AWAY & continue to book as many one-on-one appointments with your sponsor as possible!

+ **GO SOCIAL**

- Share YOUR JOURNEY on Social Media
- Another way to build relationships
- Unlimited reach to people
- People are watching & each post is an exposure
- Look for needs & engage on others' posts
- Pay attention to LIKES & COMMENTS
- Utilize Private Messenger on Facebook & Instagram for reach outs
- Do not be spammy or salesy
- Mix Arbonne into your life (see Social Selling Business Conduct and Practices document)

ORDER YOUR PRODUCTS AND ARBONNIZE YOUR HOME

+ **ORDER YOUR HEALTHY LIVING INSIDE & OUT: 30 DAY + SKINCARE**

Arbonnize your home and shop for yourself

+ **DOWNLOAD ARBONNE MY OFFICE, PUREPAY, AND CONTENTKIT APPS** to your phone

+ **SAVE ONLINE CATALOG** to the home screen on your phone. Go to <http://www.arbonne.com/discover/catalogue/> and click option to save to your home screen. (iPhone users: only works using Safari internet browser).

JUMP INTO ACTIVITY

+ **HAVE YOUR GRAND OPENING EVENTS:** Your sponsor will help make your invite and set up the virtual/in person events.

If guests can't make it, have another one. If they don't come to any, invite them to do the 30 Days to Healthy Living Program and BOOK an event with them OR schedule a 3-way call.

- TEXT the invite out as a reminder.
- FOLLOW-UP with the Zoom link or call to confirm they are going to be there. "Means so much to have you come support my Grand Opening event. See ya tomorrow!"

+ **FIND 10–20 PEOPLE TO DO THE HEALTHY LIVING PROGRAM with YOU** (see GROW STRONG document)

- DO THE HEALTHY LIVING PROGRAM & SHARE YOUR JOURNEY ON SOCIAL MEDIA COMPLIANTLY
- Use the inviting formula to invite as many people as possible to join you
- Use website pure30revolution.com
- Share, Share, Share!

+ **BUILD YOUR DREAM TEAM: FIND YOUR BUSINESS PARTNERS RIGHT AWAY**

Who are the top 10–15 people you would love to have on your team? Building a team is a process and can take many exposures.

- Invite everyone to your Grand Opening events
- Utilize the 3-Way Call and 1:1s
- Invite to your local DA events

+ **FIND YOUR CONNECTORS:** Book events with hosts (in person or virtual)

Example: "Meg! I am so excited! I just started my journey with Arbonne. (insert WHY) I am booking events to share & learn how to share more about this incredible company I have locked arms with. I of course thought of you immediately. (share WHY) Would you be one of my hosts? It would mean the world to me."

- + **INVITE TO EVENTS:** Call/text your friends & family: Share your excitement & WHY you are so excited!
- + **REACH OUT DAILY:** Use the Daily Method for Success Tracker. GOAL = 3–5 ASKS per day
- + **LEARN THE INVITING FORMULA . . . Why Me, Why You, Would You**
- + **FOLLOW-UP:** "The Fortune is in the Follow-up"
 - Use the Healthy Living Tracker Guide
 - Learn 2-2-2 System
- + **40 FACES:** Remember it's the CONVERSATIONS that count not the WAY you have them . . . Use ALL reach out methods.

21 REASONS WHY - YOUR LIST - "I" STORY

+ **WRITE A LIST OF 21 REASONS WHY** you will never quit your Arbonne business! THIS IS YOUR FUEL!

Share it with your sponsor. POST it in places you can see it & remind yourself DAILY WHY you said yes to starting your business!! When you get discouraged, always go back to your "WHY". (see 21 Reasons Why document)

+ **FILL OUT YOUR MY NETWORK LIST** (see My Network document)

This is your working list and you will continually add people to it as you grow your business. Your goal is to invite each person to . . .

- Do the 30 Days to Healthy Living Program
- Change their brand
- Join your team
- Host events and/or be your guest at events

We want to share the business, the products or both with everyone! We are looking for PARTNERS, CONNECTORS and CUSTOMERS.

+ **CREATE YOUR "I STORY":** Your sponsor will help you with this.

- You need your 3-minute "I" story to share at your presentations and one-on-one appointments.
- See Creating & Sharing Your Story document attached.

SET YOURSELF UP FOR SUCCESS

+ GET YOUR WEBSITE READY

Upload your picture to your website and write your story (see your upline's story as an example). Always send your prospects directly to YOUR website and not to the general arbonne.com site.

+ USE SOCIAL MEDIA

- Take picture of your first shipment
- Post about starting your new venture
- Add your website to your Instagram profile

+ ORDER YOUR BUSINESS AIDS

- Product catalogs
- Have sample packs and full size products ready to hand out (ask upline for example)

+ MAKE A BINDER or GO DIGITAL to organize your clients & keep track for follow-up purposes.

+ PREPARE YOUR "NVP BAG" for in-person events

- PRINT DISCOVER ARBONNE TALKING POINTS (or add them to your tablet/iPad)
www.rethinkpossiblenation.com > Resources > Opportunity & Sponsoring
- CLOSE FOLDER
 - ◇ 10 Close Sheets (FRONT & BACK) printed & laminated
 - ◇ 20 Order Forms
 - ◇ "Is Arbonne for You?" document - printed & laminated
 - ◇ Healthy Living Guide printed & spiral bound

PROMOTE TO DISTRICT MANAGER (DM)

+ Refer to your SuccessPlan & Policy and Procedures to fully understand HOW to get PAID & PROMOTE

+ SOME GREAT GOALS: Promote to DM

- 10 HL clients = DMQ
- 20 HL clients = DM
- 40 HL clients = AMQ
- EARN 8% override on your team and on YOUR VOLUME!
Your cash achievement award goes from \$100 to \$200 a month. Don't leave money on the table!
(plus an extra \$100 booster each month you achieve this in your first 6 months as a new DM)
- Ability to earn an AgeWell Set and exclusive Arbonne water bottle in your first two months!
(see Promotion and Bonus Booster document)

+ QUALIFICATION REQUIREMENTS

- \$6,000 QV in 1 OR 2 months (this includes your orders, as well as the orders from your Preferred Clients, orders from your Consultants and orders from their Preferred Clients). Everyone's order counts towards the \$6,000!
- Minimum \$1,000 PQV during qualification period (PQV includes your personal orders and orders from your Preferred Clients)
- Minimum of \$2500 Successline QV in your last month (see refer to SuccessPlan)

+ **EXAMPLE GOALS FOR MONTH 1**

- DM QUAL GOAL: 10 HL clients = \$3,000 (QV)
- Everything Counts: Arbonneize your home, shop for yourself, sell products, etc.
- DM PROMOTION GOAL: 20 HL clients = \$6000 in group volume (QV)
- AM QUAL GOAL: 30-40 HL clients = \$10,000+ (SLQV)
ex: PERSONAL HL INSIDE & OUT ORDER + YOUR 10 HL CLIENTS + 2-3 NEW BUSINESS PARTNERS with their PERSONAL HL INSIDE & OUT ORDER + THEIR 10 - Teach new business partners to do the SAME thing (see Find 10, Teach 3 document)
- See GROW STRONG DOCUMENT for examples of ways to do this

UNDERSTAND HOW YOU GET PAID (EARNINGS.ARBONNE.COM)

+ **CLIENT/RETAIL SALES:** 35% commission

+ **PREFERRED CLIENT (PCs) SALES:** 15% commission - PCs shop at a 20% discount with generous perks. This creates happy, loyal customers!

+ **OVERRIDES**

- At the Consultant level, you have the ability to earn a 6% override from the sales of all personally sponsored Independent Consultants when you accumulate \$500 Personal Qualifying Volume – your personal sales including sales to your Preferred Clients and Clients (PQV)
- As a District Manager, you will earn 8% override on all Consultants and PCs, including your own personal orders
- You must have \$150 PQV to get a paycheck monthly (PC orders count)
- ACHIEVER AWARDS: These Awards increase as you promote to new levels (see documents attached)
- Refer to your Success Plan & Policy and Procedures to fully understand HOW to get PAID & PROMOTE

STAY CONNECTED

TEAM SCHEDULE POSTED ON THE NATION FACEBOOK PAGE

NATION ZOOM : Every Saturday morning

MULTI-NATION ZOOM: 2nd, 3rd, 4th Wednesdays of the month

+ **NATION TEAM FACEBOOK PAGE:** ONLY for those building a BUSINESS

- Turn on notifications
- Check documents under "Files" but utilize the team website for the most recent docs. Event flyers and Nation Challenges are in the "Featured" section.

+ **YOUR TEAM WEBSITE** - www.greatexpectationsnation.com password GEN2022

+ **BOARDS APP**

+ **VOXER APP:** Download it to your phone, put it on the front page of your phone and turn on Voxer notifications under your phone "settings"

+ **LOCAL MEETINGS AND EVENTS:** Attend everything recommended by your upline. Schedule is posted in the Announcement section on the Nation FB page. Always ask your upline if other meetings are recommended!

+ **GTC:** Arbonne's annual Global Training Conference is highly recommended for those wanting to grow their business & mindset! (see Power of GTC document)

MATTERS OF THE MIND

- + **THINK LIKE AN ENTREPRENEUR:** Entrepreneurs invest their time and resources into building a business. I have heard it said that most people overestimate what they can do in 1 year and underestimate what they can do in 5 years. Give yourself time to build a strong foundation. It takes time and consistent effort to succeed.
Jump into Activity!
- + **BE COACHABLE**
 - Your upline wants your success. They are there to assist you. Follow their lead.
 - Call your upline with your questions. You are in business for yourself, but not by yourself.
- + **BE WILLING TO GET OUT OF YOUR COMFORT ZONE!**
- + **KEEP A FULL CALENDAR!**
- + **STAY CONSISTENT**
 - It's where the magic happens
 - FOCUS on your Daily Methods for Success
 - Do your 3-5 asks a day and FOLLOW-UP!
- + **FOCUS ON PERSONAL GROWTH**
 - Listen to calls recommended by your upline
 - PLUG IN - Surround yourself with people who empower you to become better
 - Read books that help to build your belief, confidence & leadership in yourself, this profession & Arbonne
(see Suggested Reading List posted on team page)
- + **BE A LIFER!** "Happy are those who dream dreams and are ready to pay the price to make them come true." —Cardinal Leon J Suenens
- + Cheers to the start of YOUR incredible journey with Arbonne!

THE CHINESE BAMBOO TREE

When this particular seed of the **Chinese Bamboo Tree** is planted, watered and nurtured, for years it doesn't outwardly grow as much as an inch. Nothing happens for the first year. There's no sign of growth. Not even a hint. The same thing happens – or doesn't happen – the second year. And then the third year. The tree is carefully watered and fertilized each year, but nothing shows. No growth. No anything. So it goes as the sun rises and sets for four solid years. The farmer and his wife have nothing tangible to show for this labor or effort. Then, along comes year five. After five years of fertilizing and watering have passed, with nothing to show for it – the bamboo tree suddenly sprouts and grows eighty feet in just SIX WEEKS!

Did the little tree lie dormant for four years only to grow exponentially in the fifth? Or, was the little tree growing underground, developing a root system strong enough to support its potential for outward growth in the fifth year and beyond? The answer is, of course, obvious. Had the tree not developed a strong unseen foundation it could not have sustained its life as it grew.

Your dreams, no matter how big, are not in vain. Just because you don't see signs of progress now, do not grow weary in continuing to build, to give it everything you have, heart and soul.

Even though overly critical friends remind you of how much easier it would be to give up, be more realistic, more practical, or find a new passion...choose to believe that growth is happening underground. A root system is being formed within your life, the kind of roots that will outlast storms because of the hard work and commitment it's taken to stand in faith for something it cannot easily prove or qualify.

“

**the future depends on
what you do today.**

MAHATMA GANDHI

ATTACHMENT SECTION

- + Is Arbonne For You?
- + Sample Verbiage
- + Successful 3 Way Calls
- + Grow Strong
- + Exposure Process
- + Creating & Sharing Your Story
- + Preferred Client Benefits
- + Independent Consultant Achiever Award
- + Promotion and Sales Award Boosters
- + The Power of GTC
- + Sharing on Social Media Sites
- + Social Selling Business Conduct and Practices
- + Healthy Living Challenge Overview
- + Healthy Living Client Tracker



IS ARBONNE FOR YOU?

EARNINGS.ARBONNE.COM

Arbonne is a health and wellness company with over four decades of history. Our brand philosophy embraces the connection between a healthier mind, stronger body, and more beautiful skin. We are a Certified B Corporation™, which means we balance profit with people and the planet. We are committed to sustainability measures by decreasing waste and increasing recycling, while helping people to flourish by being good to themselves, their community, and the planet.



“When I dreamt of Arbonne, I wanted it to be a place where people could flourish.”
Petter Mørck, Arbonne Founder

THE BUSINESS

- Own your own online business with a low start-up cost.
- Work this business alongside your current career, school schedule, or busy lifestyle.
- Share and sell products you love and earn when your Clients and Preferred Clients order and reorder.
- Have a global online business in the US, CA, UK, PL, AU, and NZ.
- Earn rewards and incentive trips based on both your personal sales performance to Clients and Preferred Clients, and that of your team’s.
- Learn more at **EARNINGS.ARBONNE.COM**.

THE PRODUCTS

- Plant-based ingredients, clean standards, and a strict ingredient policy.
- Always cruelty-free, vegan and formulated without gluten.
- Consumable products = repeat sales!
- With skincare, nutrition, personal care, baby care, hair care, and makeup products, there’s something for everyone!
- 90-day money back guarantee.

WHAT IF YOU COULD...

- Create more opportunities to earn a little extra money?
- Choose who you work with?
- Improve your overall wellbeing?
- Build your own business?
- Set your own schedule?
- Help change people’s lives?

DID YOU KNOW?

WORK HABITS ARE CHANGING¹

Accounting for an estimated \$1.4 trillion of U.S. income in 2018, people are looking for ways to be their own boss.

SOCIAL BUSINESSES ARE GROWING²

92% of consumers trust recommendations from people they know.³ Social media helps expand how many people you can get to know.

GLOBAL WELLNESS IS BOOMING⁴

This is a \$4.2 trillion industry that continues to grow.⁴ People value clean skincare, wellbeing, and weight management solutions.

¹gallup.com

²dsa.org

³business2community.com

⁴globalwellnessinstitute.com

To see what the typical Arbonne Independent Consultant earned in 2020, go to **EARNINGS.ARBONNE.COM**. The VP Success Award is available at the VP level; less than 2% of the AICs achieve this award.

Actual results will vary depending upon individual effort, time, skills, and resources. Arbonne makes no guarantees regarding earnings.

3 WAYS TO EARN WHEN YOU SHARE & SELL THE PRODUCTS YOU LOVE

PERSONAL SALES COMMISSION:

You sell something and earn commission.

OVERRIDES:

Commissions earned from your team's product sales to Clients and Preferred Clients.

ACHIEVER AWARDS:

Earned at every level based on sales performance.

ANNUAL EARNINGS OF ARBONNE INDEPENDENT CONSULTANTS IN 2020

LEVEL	AVERAGE ANNUAL EARNINGS	MEDIAN ANNUAL EARNINGS	TOP 50 AVERAGE	BOTTOM 50 AVERAGE	% OF INDEPENDENT CONSULTANTS AT LEVEL	AVERAGE TIME TO POSITION
National Vice Presidents	\$253,607	\$173,677	\$706,859	\$94,936	1%	60 Months
Regional Vice Presidents	\$62,711	\$58,719	\$134,269	\$22,291	2%	35 Months
Area Managers	\$13,785	\$12,037	\$46,780	\$1,713	8%	20 Months
District Managers	\$2,299	\$1,769	\$16,166	\$21	33%	7 Months
Independent Consultants	\$206	\$108	\$2,622	\$1	56%	n/a

The U.S. Independent Consultant Earnings Statement 2020 is available at [EARNINGS.ARBONNE.COM](https://earnings.arbonne.com).

For further details about the Arbonne SuccessPlan, speak to your Arbonne Independent Consultant, visit arbonne.com, or call Customer Service at 1.800.ARBONNE.

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2 WAYS TO GET STARTED

JOIN AS A PREFERRED CLIENT – \$29 FOR ONE YEAR

- 20%–40% product discount every time you shop
- Free shipping on all orders \$150 SRP or above (orders below \$150 SRP are charged a flat-rate shipping fee)

START YOUR OWN BUSINESS AS AN INDEPENDENT CONSULTANT – \$49 TO GET STARTED

- Earn up to a 35% retail commission on your personal product sales to your Clients
- Earn up to a 15% retail commission on Preferred Client (PC) sales
- NO mandatory minimum purchase requirements and NO inventory requirement



JOIN TODAY! ASK YOUR INDEPENDENT CONSULTANT TO SHOW YOU HOW TO GET STARTED!



2021R01 01
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SAMPLE VERBIAGE

Here are some sample texts & responses to REFERENCE as you share. Remember: Authenticity is KEY!

We do not want to get in the habit of copying and pasting just to get a ton of messages out. Keep it about WHO and WHY in ALL you do, and always have the needs and goals of the person you are sharing with in mind as you reach out.

Being INTENTIONAL with these conversations will create trust, which will form long lasting relationships and loyal/happy clients! So worth it and so rewarding!

INVITING FORMULA

ICE BREAKER

WHY ME

WHY YOU

WOULD YOU

ICE BREAKER

I know it's been forever...you may think I'm crazy...I have been Insta stalking you :)

WHY ME

Why you are reaching out...Why you are excited...
Why you love Arbonne, doing Arbonne and how it has/will impact you.

WHY YOU

Why you thought of them, genuine compliments, needs you may know of, etc.

WOULD YOU

Would you (can be used for ANYTHING) be open to learning more...
checking out a link/video...host an event...try product, etc.

EXAMPLE

Hey Rose! I wanted to reach out because you have been on my heart lately. I've recently finished a healthy living program and it has helped me so much with energy + my bloating (WHY ME). I thought of you because I know last time we talked you mentioned struggling with the same thing...I had to share with you because it's completely eliminated all of the bloating I have. It's crazy!! (WHY YOU). I'm doing another round here soon and thought it would be so fun for us to do together! If I sent you a link that goes over the program, would you check it out? (WOULD YOU)

LINKS TO SEND OUT FOR MORE INFO

Healthy Living Program: pure30revolution.com

Business: Send recorded DA video (ideally same profession or relateable)

FOR HEALTHY LIVING PROGRAM

Hi Anna!! I'm so excited - I recently did an amazing program that totally helped me jumpstart a healthy lifestyle (WHY ME) I know you (fill their NEED/WHY YOU). I know this could 100% help with that and that you would love it! Would love to have you as an accountability buddy w/me! If I sent you the website, will you check it out?

BUSINESS REACH OUT

Hey Claire! Ahhh I'm so excited and felt a HUGE tug on my heart to reach out to you. As you know I... (WHY ME) so I decided to take a blind leap of faith into my own beauty + wellness business through a company called Arbonne. I thought of you because (WHY THEM). I know this may or may not be for you but in the off chance is it would you check out some info if I sent it your way?

FOR LAUNCH EVENT

Hi Anna!! I'm so excited - I recently took a leap of faith and started my own Arbonne business!! I'm so excited because (YOUR WHY) and I know you (fill their NEED) I know this could 100% help with that and that you would love it! I'm doing a fun little event to share the program and what I'm up to & it would mean the world to me to have you there. (IF VIRTUAL: to have you pop on from wherever you are!) It's Thursday at 6:30! Would you like to tune in?!

IF PEOPLE ASK PRICE OF PROGRAM

It's only \$305 + tax! About \$10/day for the month. That includes 9 products, meal plans, recipes, snack/grocery lists and daily coaching! Plus a free product of your choice, free shipping and 20-40% off everything Arbonne for a year!

IF PRICE IS AN ISSUE

I completely understand. I thought the same thing at first too, but honestly I didn't realize how much I was spending already and this program has helped me save so much money! It breaks down to only \$4/meal, which you can't even go to McDonalds or Taco Bell and eat that cheap - plus that food is not nourishing your body. I find that from cutting out the going out and daily coffee runs, I spend SO much I less through the month. I always say, it's an investment, not an expense! Plus, your health is worth it! Ya know?!

IF PRICE IS AN ISSUE / YOU SEE POTENTIAL BOSS BABE IN THEM!

Make this message personal to their need & situation.

If it's of any interest to you, there is an entire business side behind Arbonne! My upline put herself through college just working Arbonne alone & is now at the top of the company post-graduation! If you're at all curious, I can send you some info. It may help out with making some extra money while focusing on school!

SKINCARE REACH OUT

Hey Tara! I know you love taking care of yourself + all things SKIN! I wanted to reach out because Arbonne has some incredible skincare that's totally brought my skin back to life (WHY ME) and I thought of you because _____. I think you'll be just as obsessed as I am! If I sent you some info on it would you want to check it out?

FOLLOW UP TEXT

Hey Tony! I just wanted to reach out and follow up about our last conversation! You came to mind as I was getting some orders together today! Have you thought more about _____? Ready to grab your goodies?

PC WITH FREE GIFT REWARD

PCs with a free gift, I let them know early in the month, then follow out periodically throughout the month to make sure they take advantage of it!

Hey Lacey! Hope you've had an amazing week so far! I noticed you have a free gift reward this month...wooo! Just wanted to let you know in case you didn't see yet. Let me know if you would like to take advantage of it!

PC NEEDING TO RENEW ACCOUNT

Hey Shelby! I don't know if you saw yet, but your Arbonne account is expiring this month! Thank you for all of your support in my business this past year. I know you've been loving your products so I wanted to reach out to see if you wanted to hang onto your discount/perks so you can keep enjoying them! Let me know and I can help you out!

SOCIAL MEDIA REACH OUT - HEALTHY LIVING PROGRAM

Something to keep in mind about reaching out on social media - it doesn't ALWAYS need to be a reach out right away. Keep the focus on building relationships, forming trust with the people you are sharing with. Also, be sure you're following before you just randomly reach out! And my biggest piece of advice is don't reach out until you have a genuine reason to. The little things are the big things!

Hi Bethany! Super random but I came across your page and you are absolutely amazing (compliment them) and it looks like you're super into health and wellness (make it about THEM). I coach healthy living groups twice a month and I'm putting my next one together now! It totally changed my life and it looks like something you might like too! I'm looking to lock arms with some likeminded girls to join me! If you're into the idea I'd love to send you a link that goes over the program - would be so great to do this together!

SOCIAL MEDIA REACH OUT - BUSINESS

Meg! You are literally the cutest!! I love your lifestyle + love for health and have so enjoyed following you! (make personal to them) I don't know if you've heard of Arbonne before but it's an incredible health and wellness company that has changed my life and I'm hoping to bless other likeminded people with the opportunity too. If you're into the idea I'd love to send you a video that goes over what we do - would love to lock arms with you!

WHEN THEY'RE READY TO SIGN UP

Yay! I am so excited to do this together! You are going to be feeling amazing! Here is what I'll need from you:

Full name

Email

Number

Birthday

Password

Address (billing and shipping)

Payment info

Free product choice

SUCCESSFUL 3 WAY CALLS

Believe in the 3 Way...Crave the 3 Way...Master the 3 Way

- + They provide compelling third party validation.
- + They allow upline sponsor to train you on how to handle objections and close a prospect.
- + They move your prospect through the exposure process efficiently.
- + Even if YOU can bring your prospects to a decision quickly, most of your team will not at first - this is their learning.

NO WAITING IN ARBONNE

If there isn't a LIVE event within 2 days of initial exposure, they can't make it to the event, they are on the fence, or they have questions or reservations after hearing about the business and for every Dream Team event follow up...schedule a 3 Way phone chat with your upline. This is a resource to help your prospect figure out the best fit for them. (Partner - Connector - Customer)

- + Know your upline's schedule
- + If don't have it – get 2-3 times that work for your prospect within 24-48 hrs of initial exposure and see what works with your upline
- + If they start asking you ?'s, answer the ones you feel comfortable with and simply TELL your prospect what the plan is
- + Don't ask if they want to have a call...TELL them the next step to help her/him decide is to have a call with your business partner. It will give her/him another perspective.

These are great questions and it definitely sounds like you want more info. So let me tell you what we'll do next.

STEP 1: SET UP THE CALL

(After watching a video, reviewing the info or going to the Discover Arbonne, the Dream Team event):

I know you will have some questions. So, let's schedule a time to chat so we can get them all answered. I am going to invite my friend and business partner _____ to join us. She is more experienced and will give you another perspective. Together we can help figure out if this is a fit.

STEP 2: CONFIRM THE CALL

A simple text the day before the call ☺

STEP 3: PREPARE YOUR UPLINE

- + Prospect's name
- + Where they live (city, state, country)
- + How you know them
- + What they currently do for a living (or did in past)
- + Why you think they would be good at this business
- + What's attracting them to the business
- + Whether they are hardworking/driven
- + Other strengths they have
- + What concerns or objections they have already expressed

You and your upline MUST come to the call with CLEAR GOALS

- + They join your team
- + Book a follow up appointment if not
- + Ask for referrals/host and get them on products

STEP 4: THE FLOW

Introduce your prospect and your upline to each other.

- + An introduction
- + How you know the prospect
- + Why you think she'd/he'd be great at this
- + What is in it for her/him

Meg, I want to introduce you to my friend Amy (include how you know them and a compliment). Amy & I have known each other since Jr. High. She is one of the most fun-loving humans I know and super into health and fitness. She is open to the idea of earning a little extra money and wants to have more time with her girls, but she is hesitant and very nervous to "sell" anything. I am really excited for her to learn a little more about Arbonne and how this could potentially be a fit for her.

Amy, I am so excited for you to talk with my friend Meg. She will give her perspective and answer any questions you may have. Meg, I will let you take it from here.

STOP TALKING & DON'T TALK unless your UPLINE asks you to chime in or your prospect asks you something.

UPLINE

I remember being in your shoes Amy and I had no idea what to expect on a call like this. I want you to know I am not in the business of trying to convince anyone that they should start a business of their own. I'm here to simply share my experience and answer any questions you may have and see if this is a good fit for you. Does that sound good?

SHARE SHORT STORY

Make sure to highlight any common points that are relevant and relate to them.

NEXT: FACT FIND!!! ASK them:

So Amy, Meg gave you an amazing introduction, but I'd love to hear more about you and your life and what is intriguing you about our business.

This will reveal their WHY and what you want to tailor your answers to their upcoming objections around.

NEXT: Share the facts BRIEFLY!!! (IS ARBONNE FOR YOU? document as a tool).

- + Celebrating 40 yrs
- + Social Business
- + Global Wellness is Booming
- + Consumer Demand for Wellness
- + Holistic Approach – MIND . BODY . SKIN
- + Competitive Compensation Plan and Global Team Opportunities - earnings.arbonne.com
- + Plant Based – Vegan
- + High Clean Standards
- + Scientific Testing
- + Certified B Corp
- + Community & Culture

NEXT: Turn conversation back over to the Prospect (longest part of call usually).

I've shared a lot of info, Amy. What questions do you have?

Answer her/his questions – we are not convincing here – educating.

STEP 5: CLOSE

Amy thank you so much for popping on with us today. I know time is the most valuable resource we have. We would love to know after hearing what you heard today, where do you see yourself? Do you think we have lost it? Or are you a 1, 2 or 3?

- 1. I'm ready to join you and become a Consultant.*
- 2. I'm ready to be a connector and help Amy share this gift with others and be spoiled for it.*
- 3. I am ready to change my brand and would love to hear more about the 30 Days to Healthy Living Program or the skincare lines.*

IF #1

Move forward with sponsoring – keep simple – Amy, I think this could be a great fit for you.

You wanted to (repeat their WHY) be more present with your girls and you have such a passion for health and wellness. Since it sounds like you could squeeze this business into your full life and like the idea of helping others get healthy, this could really work well for you. Do you agree?

Then tell her/him the next step is to share how we get started and see if she/he has time...if not, schedule time in the next 24-48 hours max.

If not ready, fall back to the products and hosting. Even if a 1, they still may need to discuss with spouse, check finances, get back to their work, etc. Edify whatever it is!

IF #2

GREAT, let's book a Healthy Happy Hour and we can come share the program and do a tasting (don't say tasting if not local ☺). Do weekdays or weekends work best for you?

IF #3

Get them on the program! Or skincare!

Great I totally understand if this business isn't a fit for you. It isn't for everyone, but the Healthy Living Program and safe, pure products are...

Amy would be honored to have you as a Client. The next group starts _____.

Would you want to join us? We have an incredible website that overviews the Healthy Living Program. If I sent it to you would you watch it?

ASSUME THE SALE and help them to become a PC.

REMEMBER TO ASK FOR REFERRALS!!!

You may know some people who I can help. Here is who I am looking for...

BE SPECIFIC (include details and always describe the person you are speaking with first).

grow strong

MAKE HEALTHY LIVING YOUR BUSINESS

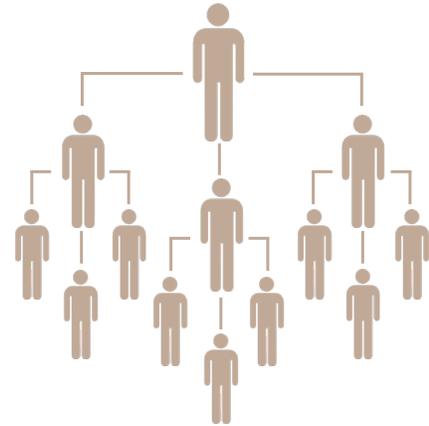
*Do, share, and teach the gift of healthy living,
and watch your business flourish.*

PROMOTE TO DISTRICT MANAGER AND BUILD A TEAM

- + 20 HL clients = \$6,560 QV = District Manager
(\$2,500 QV qual with at least \$1,000 PQV)
- + Find your 10 and teach 3 = Area Manager Qual

DUPLICATE

- + You × 10
 - + Consultant 1 × 10
 - + Consultant 2 × 10
 - + Consultant 3 × 10
- = 40+ PCs



PROMOTE to AREA MANAGER AND BEYOND

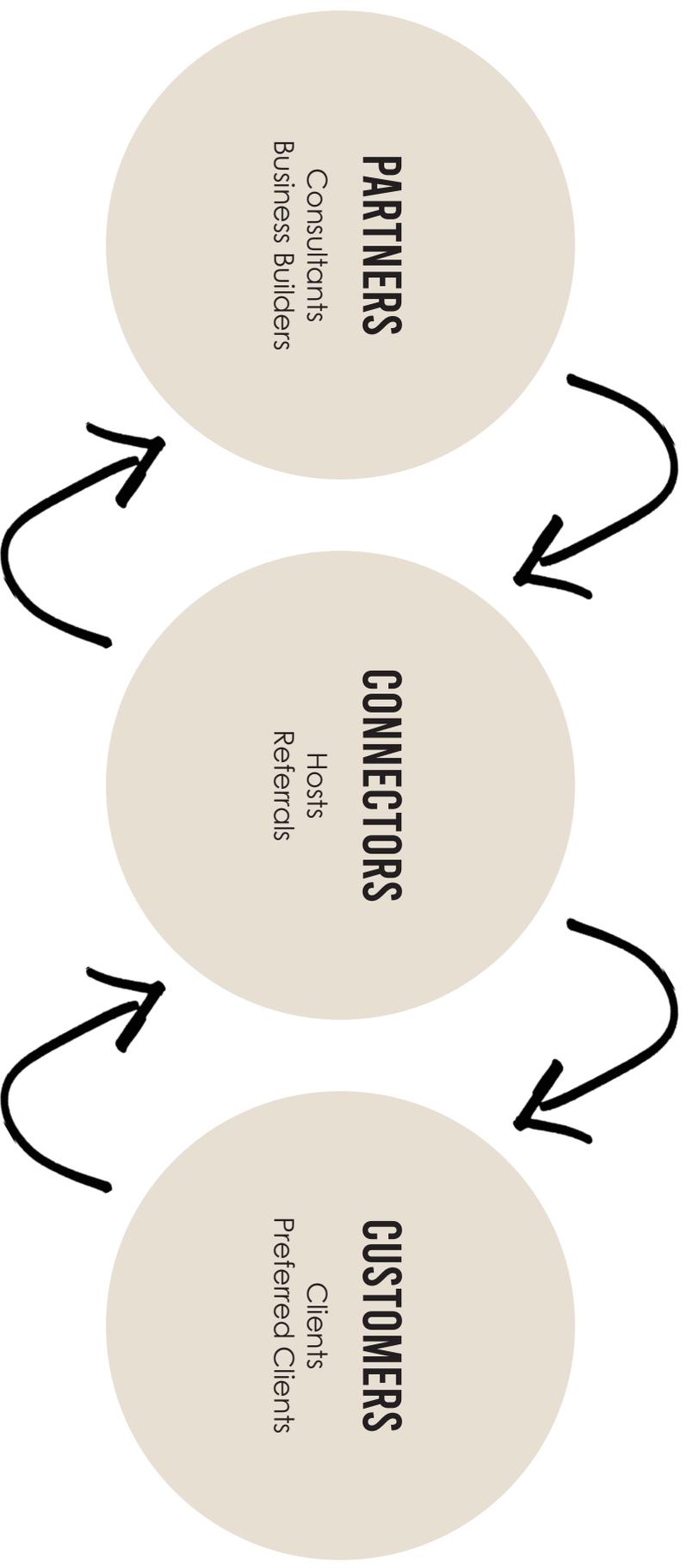
5 ICs × 10 HL clients each × 328 QV = \$16,400 QV

10 ICs × 10 HL clients each × 328 QV = \$32,800 QV

20 ICs × 10 HL clients each × 328 QV = \$65,600 QV



EXPOSURE PROCESS





CREATING & SHARING YOUR STORY

SHARE YOUR STORY TO BUILD RELATIONSHIPS

Your story should include your “Why” which is your motivation to start and continue to build your Arbonne business as well as some personal information about you that helps people get to know you better.

Here’s an easy outline to follow as you pull your thoughts and facts together.

➤ START BY INTRODUCING YOURSELF

This should include your name and your title with Arbonne. Make sure you also share that you are an Independent Consultant so that it’s understood that you are not an Arbonne employee.

***EXAMPLE:** My name is Jane Doe and I’m an Independent Consultant and Executive National Vice President with Arbonne International.*

➤ SHARE HOW YOU WERE INTRODUCED TO ARBONNE

This might include who first told you about the products, what you were first attracted to, and how you decided to also become an Independent Consultant.

***EXAMPLE:** I was first introduced to Arbonne at my sister’s house. I was so excited to learn about their values and their ingredient policy that I immediately decided to start to switch all of my products to use Arbonne. After using the products for a few months and becoming friends with my Consultant, I decided to join her to start sharing and selling the products with my friends and family.*

➤ EXPLAIN WHAT YOU LOVED WHEN YOU STARTED

This might include your favorite products, the support you received, and even the opportunity to earn a little extra money by selling products.

EXAMPLE: *I love Arbonne's mission to empower people to flourish with sustainable healthy living and I am in LOVE with their products and community. I'm proud to be aligned with a company that is a Certified B Corp which means that they value and balance people, the planet and profit. For me though, it started with the simple holistic approach to beauty and wellbeing with products that are plant-powered and always formulated vegan, cruelty-free and gluten-free. Our 30 Days to Healthy Living products are my favorites and I use all of them daily. These and the 30 Days to Healthy Living Program helped me create a healthier lifestyle. I have to be honest and say I also loved earning a little extra money when I shared what I loved, and people bought the products to enjoy them too. At earnings.arbonne.com, you'll find the Independent Consultant Earnings Statement, which shows the average time it takes to promote to each level and the average annual earnings; this will show you what's possible through sharing and selling Arbonne products and building a team who does the same.*

➤ SHARE YOUR WHY

This is what motivated you to keep building your Arbonne business.

EXAMPLE: *As I spent more time building my Arbonne business, I realized that I wanted more out of my life. I wanted more time to spend with my family and to do the things that mattered the most to me. I saw that if I worked hard, I had the opportunity to achieve these goals and that always kept me focused to remember that I wasn't just doing this for me.*

➤ CLOSE WITH HOW YOU FEEL TODAY

This could include what has changed in your outlook on life, what you love most now or what your purpose is.

EXAMPLE: *I am so grateful that I have a purpose-driven business that gives me the flexibility to adjust my schedule to work my Arbonne business when I can, in the nooks and crannies of my life while I also get to spend time with family and friends. I would love to tell you more about these incredible products and share with you how you could become a part of the Arbonne Community as a Preferred Client or an Independent Consultant.*

At the end of your story, you could close with an invitation to set up time to learn more or to join a Discover Arbonne presentation.

If you're sharing your story as the opening to a DA, from here it's time to start sharing more about Arbonne. You can hold a Discover Arbonne wherever and whenever you would like, as long as it's compliant, following these guidelines:

- If you are going to use slides for a Discover Arbonne presentation, then you must always use the Arbonne Home Office Discover Arbonne slides that can be found on The Source. You must use all slides and always share the entire Independent Consultant Earnings Statement (ICES) and cite earnings.arbonne.com.
- If you don't use slides for your DA, you must share the entire ICES and clearly instruct participants to go to earnings.arbonne.com for any questions related to earnings and to learn more.
- You can share the 4 levels in the Arbonne SuccessPlan (DM, AM, RVP, NVP).
- Remember that you cannot share any of your financial achievement, income, speed to promote to the next level, etc.
- Always refer people to view the ICES at earnings.arbonne.com.

A typical Arbonne Independent Consultant (AIC) in the United States earned between \$120–\$502 in 2019 in earnings and commissions. The VP Success Award is available at the VP level; less than 2% of the AICs achieve this award. Please see earnings.arbonne.com.

The results featured are not typical. Actual results will vary depending upon individual effort, time, skills, and resources. Arbonne makes no guarantees regarding earnings.





PREFERRED CLIENT BENEFITS AT-A-GLANCE

Preferred Client Registration Benefits



ENROLL

For \$29 and receive 20%–40% off SRP on products for an entire year



FREE SHIPPING

With every \$150+ SRP purchase



RECEIVE

Complimentary product with \$250 SRP product purchase in Start Month (chosen from Free Gift List)



RENEW

For \$29 and receive 20%–40% off SRP on products for an entire year



RENEWAL GIFT

With \$250+ SRP product order*, renewal fee is waived + receive complimentary product

Preferred Rewards Program

Enjoy **flat rate shipping** or receive **free shipping** and earn a reward!



\$9.95 Flat Rate Shipping



Free Shipping

+

REWARD: Free product choice on next qualifying \$150+ SRP order**

Preferred Client Benefits

Ask your Independent Consultant for current offers.



Arbonne Special Value Packs at 40% off SRP

- Arbonne Essentials.
- Makeup



[AUTOSHIP]

Recurring orders at 30, 60, 90, 180 days

- Orders < \$100 SRP: Flat rate shipping
- Orders > \$100 SRP: Free shipping + surprise product gift

*Renewal order must be placed in the month of or within 60 days before renewal is due.

**Qualifying orders must be \$150 SRP or greater and placed within 2 full months from prior order; excludes Arbonne Autoship.



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INDEPENDENT CONSULTANT ACHIEVER AWARD

SET YOUR GOALS!

GROW YOUR BUSINESS!

EARN REWARDS!



All Independent Consultants at the Consultant Level have the opportunity to be rewarded an Independent Consultant Achiever Award each month for sales to their Clients and Preferred Clients and team building activity with overrides on personally registered Consultants!

We know you've set your goals for becoming a District Manager, and these activities will start you on the road to achieving those dreams.

EACH MONTH AS A CONSULTANT

ACHIEVE	RECEIVE
500 Personal Qualifying Volume (PQV) in one month	6% Override on all personally registered Independent Consultants
2,500 SuccessLine Qualifying Volume (SLQV) of which 150 must come from PQV AND Register 2 Preferred Clients and/or Independent Consultants, who each accumulate 150 PQV in the month	\$100



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See the Arbonne SuccessPlan for more information.



PROMOTION AND SALES AWARD BOOSTERS

When you promote and grow through Arbonne’s SuccessPlan, on top of your commissions and overrides, you’ll also have the opportunity to earn exclusive perks and awards at each level. Our Promotion and Sales Award Boosters incentive program awards you for building a solid foundation of consistent and growing sales volume at each stage of the SuccessPlan.*

Talk to your upline and plan your path today!



NEW DISTRICT MANAGER OPPORTUNITIES

	ACHIEVE	EARN
SUCCESSPLAN	District Manager Promotion	All commissions and overrides for District Managers*
BOOST IT!	<p>In your first 2 months as a District Manager: Achieve 2,500 Qualifying Volume in your Central District both months OR Promote a new District Manager from your Central District</p>	<p>DM Promotion Booster Pack: AgeWell Set + an exclusive Arbonne-branded water bottle</p>
SUCCESSPLAN	DM Achiever Award Qualifications*	\$200 DM Achiever Award
BOOST IT!	DM Achiever Award Qualifications during any of the first 6 months as a District Manager	<p>NEW Award Booster** \$100 Award Booster added to your \$200 DM Achiever Award = \$300</p>

*Please review the Arbonne SuccessPlan for full Qualification and Maintenance details and Benefits.

**These incentives are only available for Independent Consultants promoting to these titles for the first time. Independent Consultants re-promoting to these titles or who have been reassigned to a title from a higher title are not eligible for these incentives.

In 2019, a typical Arbonne Independent Consultant (AIC) in the United States earned between \$120–\$502 in earnings and commissions. The VP Success Award is available at the VP level; less than 2% of the AICs achieve this award. Typical earnings can be found at EARNINGS.ARBONNE.COM.

The results featured are not typical. Actual results will vary depending upon individual effort, time, skills, and resources. Arbonne makes no guarantees regarding earnings.

PROMOTION AND SALES AWARD BOOSTERS



NEW AREA MANAGER OPPORTUNITIES

ACHIEVE

EARN

SUCCESSPLAN

Area Manager Promotion

All commissions and overrides for Area Managers*

BOOST IT!

In your first 2 months as an Area Manager:
Achieve 10,000 Qualifying Volume in your Central Area **both** months
OR
Promote a new Area Manager from your Central Area

AM Promotion Booster Pack:
AgeWell Set + AgeWell Firming Neck Cream with 0.5% Bakuchiol + Arbonne® Healthy Skin Within Skin Elixir + an exclusive Arbonne-branded tote bag set

SUCCESSPLAN

AM Achiever Award Qualifications*

\$400 AM Achiever Award

BOOST IT!

AM Achiever Award Qualifications during any of the first 6 months as an Area Manager

NEW Award Booster**
\$200 Award Booster added to your \$400 AM Achiever Award = \$600

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PROMOTION AND SALES AWARD BOOSTERS

NEW REGIONAL VICE PRESIDENT OPPORTUNITIES

	ACHIEVE	EARN
SUCCESSPLAN	Promote to Regional Vice President	All commissions and overrides for Regional Vice Presidents*
BOOST IT!	<p>In your first 2 months as a Regional Vice President:</p> <p>Achieve 40,000 Qualifying Volume in your Central Region both months</p> <p>OR</p> <p>Promote a new Regional Vice President from your Central Region</p>	<p>NEW Promotion Booster**</p> <p>\$500 Award</p>
SUCCESSPLAN	VP Achiever Award Qualifications*	\$600 VP Achiever Award
BOOST IT!	VP Achiever Award Qualifications during any of the first 6 months as a Regional Vice President	<p>NEW Award Booster**</p> <p>\$300 Award Booster added to your \$600 VP Achiever Award = \$900</p>

NEW NATIONAL VICE PRESIDENT OPPORTUNITIES

	ACHIEVE	EARN
SUCCESSPLAN	Promote to National Vice President	All commissions and overrides for National Vice Presidents*
BOOST IT!	<p>In your first 2 months as a National Vice President:</p> <p>Achieve 160,000 Qualifying Volume in your Central Nation both months</p> <p>OR</p> <p>Promote a new National Vice President from your Central Nation</p>	<p>NEW Promotion Booster**</p> <p>\$1,000 Award</p>
SUCCESSPLAN	VP Achiever Award Qualifications*	\$600 VP Achiever Award

Regional Vice Presidents and National Vice Presidents also have the opportunity to participate in the VP Success Award program as a benefit in the Arbonne SuccessPlan. For complete details on the Arbonne Compensation Plan, visit EARNINGS.ARBONNE.COM.

*Please review the Arbonne SuccessPlan for full Qualification and Maintenance details and Benefits.

**These incentives are only available for Independent Consultants promoting to these titles for the first time. Independent Consultants re-promoting to these titles or who have been reassigned to a title from a higher title are not eligible for these incentives.

Terms & Conditions apply. Log in to The Source and search T&Cs.

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The Power of GTC

INCREASE FUTURE PRODUCT SALES

GTC attendees earn 13 times more from product sales and overrides in the three months following GTC*

GROW YOUR FUTURE TEAM

GTC attendees sponsor 16% more in the three months following GTC*

BOOST FUTURE SALES VOLUME

GTC attendees have a 77% greater Central District sales volume average

*Based on analysis of Independent Consultants who attended GTC 2015.



GTC is your opportunity to:

- Experience training directly from some of the most successful Leaders in our business to inspire you, guide you in developing your business, teach you actionable ways to grow your sales volume results, and motivate your team members.
- Network with your peers to learn best practices, develop new friendships, and grow your personal business acumen.
- Hear directly from our company's global leadership team about our vision, plans for future growth, and new product launches.
- Experience the products and purchase the newest ones at special value pricing.

Earn your way to GTC:

- Know your numbers. Know what your sales goal is, follow your progress on your tracker, and stay focused on making it happen. You need to know what success looks like and believe in yourself.
 - Network to get more people interested in the products and business.
 - Make a chart of how many people you would need to promote and how much sales volume you would need to achieve in order to earn the higher reward levels. Fill in the names and track your volume as you grow.
 - Visit The Source to learn about special sales incentives to help you earn bonuses or gifts as well as special event offers. Search: GTC 2016.
- Keep a full calendar. Presentations, One-on-Ones, and business overviews are the key to achieving goals you've established for your business.
- Launch Consultants into your business and work to support them in earning a promotion to District Manager within their first 60 days. The business momentum and product sales that this generates will be contagious and will help your entire team to thrive and grow results for their businesses.

- Tell people that you're going to earn your way to GTC. Talking about it, posting on social media, and sharing this belief with your team will reinforce your commitment to making it happen.
- Who on your team can you inspire to come to GTC with you? Working together toward a common goal will help both of you achieve more.
- Visualize yourself at GTC. Picture being in the arena with your team experiencing all of the training, and having the opportunity to learn about and purchase the new products first. Mentally starting to plan, anticipate and experience the excitement of GTC will help keep you motivated.
- Don't give up. Business challenges are normal, but it's how you react to and overcome the challenge that will determine your success. Don't let anything deter you from your goal of getting to GTC.

The most important thing is to register early, set your goals to earn rewards, and get yourself to GTC!

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultant's as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website at arbonne.com.

It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.



SHARING ON SOCIAL MEDIA SITES

1. BE YOURSELF: Post your life. What do you love? Post about it. Drip Arbonne into those posts. Not every single one, but make sure it's included in what you're doing. When you're excited because you got an Arbonne package at the door, post that! When your jeans are too big because of Arbonne, post that! When it's a 3 fizz stick kind of day, post that! Just show how Arbonne is a part of your daily life. When posting about products, make sure that it relates to a story, as opposed to just a sales pitch. People react to stories.

2. SHARE YOUR STORY: If you're currently doing the Healthy Living Program, post at least 1-2 times per week about your JOURNEY and personal experience with it. **DO NOT SELL.** Your story will sell. People will be watching your story and sometimes it'll take them a while to ask you about it, but keep posting and they will.

3. KEEP YOUR PAGE FUN: Your page should be fun and personal, but not too personal. A general rule of thumb is to post something personal, something funny or inspirational, something family and something Arbonne related. Stay positive in your posts.

4. ADD PEOPLE TO FACEBOOK/INSTAGRAM: As soon as you meet someone and make a connection, ask them if they're on Facebook/Instagram and add them right then and there. Just make it super casual. Now you get to further your connection with these people from a distance. They can watch your life and learn who you are. Start forming an online relationship with them. Begin liking and commenting on their posts. (Pro Tip: Take a screen shot of who you add so you know who to start engaging with)

5. POST LOTS OF PHOTOS & KEEP CAPTIONS SHORT

6. ALWAYS PRIVATE MESSAGE: When someone mentions something on their page that you think Arbonne can help with, don't comment in detail on their post about it. Send them a PM to get them the details. When you're doing this, don't think of yourself as a sales person, but instead as someone whose offering a service. Never push it. Just give them the info and then let them decide.

7. DON'T OFFER SALES: It's against Arbonne's policy to offer a sale on Social Media. It devalues our products and can also hinder your sidelines efforts.

8. CELEBRATE YOUR TEAMMATES SUCCESSES ON THEIR PAGES: When you want to congratulate someone on their success, find a cute picture or image or a quote and write up a congrats note on their page. Always focus on their character not on their achievements. (no numbers or timeline) It helps both people's friends to see what's going on in our businesses and how much we celebrate each other. Don't just "like" your teammates posts, but comment on them! Comments make their posts more visible and their friends more interested.

9. GROUP ETIQUETTE: If you are a part of a Facebook group outside of Arbonne and someone asks a question that can relate to Arbonne and another Arbonne Consultant has already commented, please do NOT promote your business on that thread. You can comment and say how amazing it is, but send them back to the first Consultant on the thread who commented. It looks very tacky and cut-throat if 10 different Consultants all say contact me for info. It makes our business look very unattractive to others.

10. ALWAYS BE POSITIVE!



SOCIAL SELLING BUSINESS CONDUCT AND PRACTICES

Arbonne Independent Consultants are expected to adhere to Arbonne's Policies & Procedures and Code of Ethics, the Direct Selling Association Code of Ethics, and all laws, rules, regulations, and governmental requirements applicable to the operations of their business. Arbonne's policies are created to help ensure the viability of Arbonne's marketing plan, business model, compliance with the law, and to protect the company and the business of all Arbonne Independent Consultants.

These guidelines help ensure you are conducting your business activity with the highest degree of professionalism, integrity, ethics, and accuracy. Following B.E.S.T. practices will help you create and maintain a sustainable Arbonne business.

SELLING BEHAVIOR

According to the Arbonne Policies & Procedures and principles of common sense and decency, it is never appropriate to attack, insult or offend another individual online. Arbonne's Code of Ethics states that Independent Consultants must conduct themselves with integrity and responsibility.

Arbonne requires our Independent Consultants to uphold our values and not perpetuate or participate in a conversation — even if you feel it is incorrect, disparaging or hurtful to us, the Arbonne family or the direct selling industry. Anyone who makes or participates in inappropriate or offensive conversations risks violating the Arbonne Policies & Procedures, including Policy 3.1 Operating with Integrity and in Compliance with the Law. Any violation is a breach of your contract with Arbonne and may result in corrective measures, which include de-registration of your Arbonne account.

When representing Arbonne or your Arbonne business, you must follow the below guidelines:

- Do NOT engage in deceptive, misleading or unethical conduct that is detrimental to Arbonne, the Arbonne products, the Arbonne Opportunity, the direct selling industry or the public.
- Avoid engaging in and/or posting inappropriate conversations, comments, images, videos, audio or other applications.
- Educate yourself to truly understand how to compliantly prospect through social media. Visit **The Source > Prospecting Through Electronic & Social Media Messages**.
- Avoid using hard-sell tactics which include cold calls or cold messages. Visit **The Source > Healthy Phone Practices**.
- Obtain consent before reaching out to someone. Do NOT contact anyone who has not provided consent or has made it clear they do not want to be contacted again. Refrain from using "robo-text" or other automated text, social media, posting or solicitation tools. In addition to violating the Arbonne Policies & Procedures, many of these tools are not compliant with current digital privacy regulations and could violate applicable laws.
- Per the Arbonne Code of Ethics, treat others with respect and decorum with which you would like to be treated. If you would not do it or say it in person, then you should never do it or say it on any virtual or online platform.
- Always identify yourself as an Arbonne Independent Consultant and use the Independent Consultant logo and Arbonne-created images from the Digital Toolkit.
- When talking about the Arbonne Opportunity, DO NOT mention any financial achievement, income, numbers or speed to promote to the next level, including within hashtags or pictures.
- Do NOT use words like income, bonus, "six figures," "financial freedom," retiring, retiring my husband, or "million-dollar" in any posts, copy, images or hashtags.
- Do NOT share sales volume posts.
- Do NOT use the word bonus or bonuses.
- If you talk about the VP Success Award, DO NOT talk about income, numbers, financial achievements, etc. You must always cite that less than 2% of Arbonne Independent Consultants achieve this Award and share **earnings.arbonne.com**.
- Be honest about the time, effort and skills required to build and maintain a sustainable and successful business.
- Share what the typical person can expect to earn at each level by sharing the ENTIRE Independent Consultant Earnings Statement (ICES) at **earnings.arbonne.com**.

- You can talk about time freedom, personal growth or the work-life balance you are able to achieve; However, you cannot imply you are replacing income. Always share **earnings.arbonne.com**.
- Use the appropriate and required disclaimers found in Policy 3.12 of the Policies & Procedures Manual.
- Share your personal story and love statements by **ONLY** using claims from Arbonne-created tools (e.g., Meet the Product Sheets). Your personal experience should reflect only approved claims as they appear in Arbonne packaging or promotional materials.

MEDIA INQUIRIES

If contacted by the media, press, reporter or blogger regarding Arbonne, its products and/or services, please immediately refer the reporter to the Arbonne Communications Dept. at **communications@arbonne.com** and Arbonne's Business Ethics & Sustainability Team at **best.arbonne.com**. Do not attempt to answer any questions yourself.

ENGAGEMENT BEHAVIOR

You can link, like, comment and share content from any Arbonne Home Office social media account. However, you are not permitted to solicit potential Clients and prospects on any of Arbonne's social media accounts. When engaging with others on social platforms, there is etiquette and guidelines to follow:

- Always respect the privacy of others; Never publicly identify people, post pictures of other people or comment about them unless they have given you clear permission to do so.
- Always be friendly and professional.
- Do not engage in gossip or disparagement of any individual, company or competitor.
- Do not engage with negative bloggers or other negative activity, even if you believe you are defending Arbonne, the Arbonne brand or the direct selling industry. This type of engagement encourages criticism to increase comments, sharing and views and pushes the post to the top by the algorithm. **ALWAYS TAKE THE HIGH ROAD!**
- Take the time to review someone's profile to get to know them before reaching out. This will help you understand what is important to them (e.g., fitness, makeup, clean eating, family, travel, personal development, etc.), which will help you create messages tailored to their interests.
- Personalize your message about Arbonne to everyone.
- Choose your words wisely to represent yourself, your Arbonne business and the Arbonne brand in the best possible way.
- Engage with potential prospects by liking and commenting on their posts and images.
- Make sure you are not prospecting someone who is already an Arbonne Independent Consultant.
- Report any personal cyberbullying or harassment to the appropriate social media platforms. The person who received the message must report it to the platform, or they will not act on it.
- Please contact your local authorities if you receive threatening messages of any kind.
- Take the necessary steps to ensure your details cannot be easily accessed by online users and social media trolling.

NEXT STEPS

- Search "social media" on The Source to review tools that can help you conduct your business with best practices.
- Engage with us at **facebook.com/arbonnebest** to get weekly tips, examples, articles and more.
- Review additional tools on **The Source > B.E.S.T. (Compliance) > Protecting Your Business**.
- Visit **The Source > Social Selling Series** for more information on how to build your business on social media.

Need help or a second pair of eyes?

Send a request to **best.arbonne.com!**

For complete policy information, please refer to **3.1 Operating with Integrity with the Law; 3.4 Use of the Arbonne Name, Trademarks, Service Marks, and Logos; 3.12 Required Disclaimers on Independent Consultant-Produced Materials, Online Content, or Advertisements; 3.13 Medical Claims and Product Testimonials; 3.14 Income and Lifestyle Representations; and 4.4 Social Networking Sites in the Policies & Procedures Manual.**



HEALTHY LIVING CHALLENGE OVERVIEW

- + Group starts 1st & 3rd Monday of every month
- + Private FB page for coaching & support
- + Page opens the week before for clients
- + Page closes the Friday after the start

The 30 Days to Healthy Living will act as a reset to establishing healthy habits. First, you will work to identify foods that may not make you feel great. Arbonne nutrition products serve to support the body's nutrient needs during this phase. Prior to getting started, you might be experiencing some periods of digestive discomfort, low energy and generally not feeling your best.

As you go through the month, pay attention to how your body is feeling and how your overall sense of wellbeing is changing. These are the signs that your body is starting to return to more normal functioning, and those are the changes you want to be able to note and celebrate!

30 Days to Healthy Living is designed to help each person identify how they can choose to use food as fuel for their bodies to optimize how they look and feel, inside and out. It will help you to identify any foods that you are eating that might not be serving your body well. Our goal is to help you tune in to the messages that your body is sending so that you can eat and drink more intuitively, giving your body the nutrients that it needs to function optimally.

The program will also help support a balanced gut. So much of the body's overall wellbeing is controlled by our gut, so supporting this area of our body will help optimize how we feel as well as how we look. The program is also designed to help us feel more confident in ourselves. When we are rested and working to reduce feelings of stress, then we are better able to care for ourselves. A positive mindset can also impact our confidence because when you feel good physically and mentally, you look good too!

Cheers to making Healthy Living your business!

