

A professional portrait of Bonnie Erickson, a woman with short, styled brown hair, wearing a blue blazer over a black top. She is smiling slightly and looking towards the camera. She is wearing a silver chain necklace with a large green pendant, a matching silver watch, and a ring. The background is a plain, light-colored wall.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
EXECUTIVE NATIONAL VICE PRESIDENT

BONNIE ERICKSON

DO YOU RISK ENOUGH TO SUCCEED?

Independent Consultant, Executive National Vice President
Bonnie Erickson Nation; Murray, UT

If someone told me when I first started my Arbonne business that it would blossom into what it is today, I would not have believed them for a second. The kind of success I am enjoying as an Arbonne ENVP goes beyond the realm of what I dreamed possible; yet here I stand living out my wildest dreams. Because of the incredible Arbonne opportunity, my family and I have truly been blessed with a lifestyle and a future filled with hope and endless possibility.

I joined Arbonne in February 1988 because I loved the product line. When I was first introduced to Arbonne in 1987, I was already working with another direct sales company and had no intentions of making any moves. Being a conscientious rep, I merely wanted to compare my company's products to its nearest competitor so I would be able to speak about the differences intelligently when promoting my company's line. I remember the day Phoebe James provided me with some Arbonne samples so I could test them against what I was currently using. I just could not tell her what I discovered that day without compromising my loyalty to my own company. After using the Arbonne samples, I could feel the improvement to my skin almost instantly. I immediately thought to myself, "these products are going to kill my business." Despite how I felt, I did not join Arbonne for another six months; but in all that time, I could not get their products out of my mind. Rather than feeling like I was betraying my company in thinking that there was a far superior skin care line out there, I preserved my integrity by parting ways with them and joining forces with the company that had won me over six months ago ... Arbonne.

When I started my Arbonne business, the economy in Utah was in a recession. My husband Steve, a landscape architect, was affected by the downturn in the construction industry. Financial pressures were strong on the home front, as I struggled to determine whether or not I had what it took to make my Arbonne business a success. That is when Phoebe recommended that I listen to a set of audio tapes by President Rita Davenport (prior to her involvement with Arbonne). Every day, as I got ready to face my business, I listened to Rita tell me that I could do anything I wanted to if I was willing to pay the price. To this day, I tell Rita



Bonnie with husband Steve during an Arbonne trip to Italy in 1993.



Bonnie's family: L-R: Son-in-law Dennis Ickes, daughter DM Jen Ickes, daughter Tara Erickson, Bonnie, husband Steve and son Brett.



AMs Kim Wood and MaryBeth Relyea at Rita's Area Manager Challenge celebration.

that she and I built my business even before she built a relationship with Arbonne. I am ever grateful to her for what she brought into my life.

In the process of building my team, I was blessed with the opportunity of working with a great group of Consultants and Managers. It was their hard work and effort that helped me achieve my goals and have the potential to establish a lucrative business. I am thankful for their dedication and determination. In fact, one of the greatest blessings in my life and to my business occurred during my first week with Arbonne. I was fortunate to have sponsored my good friend, Deana Wilkinson. She was my first business builder and no one could have asked for a more dynamic Consultant to bring into their fledgling business. Deana, thank you for all you have added to our organization.

By August of 1997, I became an Executive National Vice President. About a year later, however, I had to step back from aggressively building my business because of some personal challenges I was encountering. Although I continued to service a healthy Client base and support my existing Consultants, I was not able to grow my business with the same passion that I had done previously. During this time, I discovered a beautiful aspect of the network marketing industry and of Arbonne as a company. My Arbonne business was able to survive my personal crisis while continuing to have the potential to generate a steady income and consistent support from my upline and downline until my situation had passed and I was able to step back into the arena. I do not know of any other business that would have been so forgiving or so flexible.

My circumstances revealed yet another wonderful benefit of Arbonne. Far exceeding the potential for an incredible income were the bonds of friendship I had forged with people who loved Arbonne as much as I did. I appreciated the calls periodically from Rita and other VPs who wanted to let me know that they were there cheering me on and waiting for the day I would hit the ground running again with increased business productivity. I once heard a radio personality describe a friend as "Someone



Bonnie's New York team during Arbonne's "Annual Test Drive a Mercedes" Day 2004.

who knows the song in your heart and can sing it back to you when you have forgotten the words." This definition nails down exactly how I feel about my Arbonne friends. Martha, Teresa, Elaine, Ann, Merrie, Anna, Mary Beth, Tess, Kim and Teresa M.: Thank you for helping me remember the words.

There is a right time for everything and the right time to return to my business finally came around. I must say, as I started actively building again, I felt like a new Consultant just getting their feet wet. But unlike a new Consultant, I had the benefit of hindsight and experience behind me and I knew that I had to take the risk and jump in with both feet. Top performers in any field get to the top by confronting things they are afraid of. A legendary boxing trainer once said, heroes and cowards react differently to feeling the same fear. So, if you ever find yourself shying away from risks,

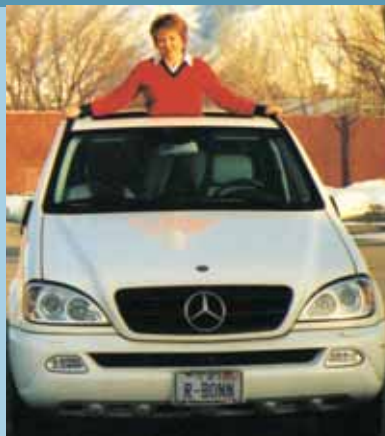
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ENVPs Ann Cullum, Bonnie and Deana Wilkinson.



ENVPs Phoebe James, Bonnie and Deana Wilkinson.



Bonnie in her Mercedes-Benz.



Bonnie and ERVP Teresa Mather at NTC 2003 Nashville.

maybe the following tips can help you discover or rediscover the adventurous spirit we all have within ourselves.

Number one: Take your dreams seriously. Do not let anyone steal your dreams. The world is full of negative people. They have a thousand reasons why your dreams will not work and they are ready to share them with you at the drop of a hat. You just have to stand your ground and put your dreams ahead of all else. Surround yourself with positive people. Positive input creates positive output. Most of us already have enough information, contacts and sales skills to achieve the success we desire. And what we lack ... like a belief in ourselves and our abilities to realize those dreams ... is easy to come by if we remain positive and open to personal growth.

Number two: Take little steps. Do not focus on the whole task in front of you because the magnitude of it can be intimidating enough to scare you away. Figure out the first step and make it one you are reasonably sure you can accomplish. Then move on to the next step and work on achieving that. A lot of little steps will add up to a giant leap toward your goal.

Number three: Learn from your mistakes. In any walk of life, disappointments will precede success. Failure is not a crime; the failure to learn from failure is the real crime. Anyone who does not want to even chance failure will also never chance success. Do not be afraid to fail!

As I look back on my incredible journey to the peak of Arbonne success, I am awestruck by the trail of amazing people I have shared my experiences with. I credit so much of my success and my enjoyment of this journey to an awesome team of Consultants and Managers who I deeply care about individually. They are not only

my business partners, but also my friends. I thank my promoting sponsor, ENVP Phoebe James, for her support. To Arbonne's founder, Petter Mørck: Your insight and vision in making the concept of Arbonne a reality is a stroke of pure genius. Thank you for the support you have given to me personally. To President Rita Davenport: I think I have said it all earlier when I wrote how much you have impacted my life ... love ya! To Stian and Candace: Thank you for your friendship and all you do for us. To an awesome Home Office staff: We all appreciate everything you do for us on a daily basis. Thank you.

I would be remiss if I did not acknowledge the tremendous backing I get at home. To my husband Steve and my children – Jennifer, Brett and Tara: Thank you for the unconditional love and unwavering support you gave me as I went out and pursued my dreams. Now that they have come true, they are big enough for all of us to lavish in. Lastly, I thank God for his generosity to me. Without Him I would be nothing.



Boston Tea Party – Management Training Seminar, Boston, Massachusetts in 1992.