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EYE ON ARBONNE

NATIONAL VICE PRESIDENT

Meggie Hoeft

Arbonne Independent Consultant

NVP Meggie Hoeft

Delivering Health and Prosperity

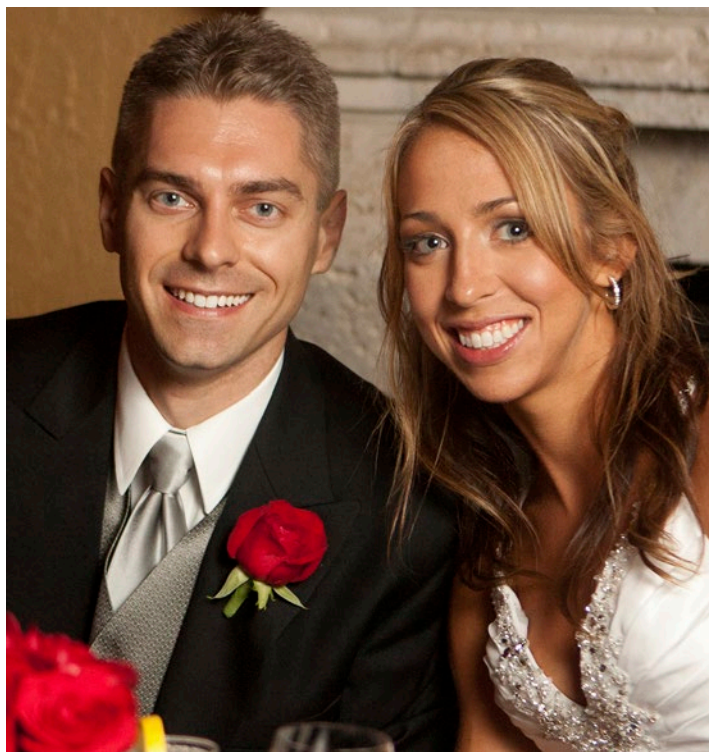
Lakeland, Florida's Meggie Hoeft always knew her profession would be about health and wellness. She first found her dream job after college, training athletes. But that gave way to a bigger dream, being her own boss, so Meggie opened a gym. Then she found an even bigger dream — a work-from-home health business without the headaches of a bricks-and-mortar business. And she's taken that business — Arbonne — all the way to the top!

In May 2010 I heard ENVP Leslie Humphrey speak about Arbonne Essentials nutritionals at a networking group. I asked her for coffee. Looking back, I am still amazed at what a pivotal moment that was for my life.

After graduating from college I moved from Anchorage, Alaska, to Tampa, Florida, to pursue a career in training professional athletes. But after finding my “dream job,” it took only six months for me to realize I wanted to work for myself. I did not want someone determining my schedule and my pay. I waited tables as I started a personal training business. In one year I was able to open my own gym and even began a master plan of franchising. This would be the ultimate way to leverage my time and bring in a great income with the ability to raise a family from home in the future. Or so I thought.

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have it this fast!”*

Nutrition has always been a passion of mine and I needed to have products that were consistent with my clean-eating standards and were readily available to my clients. When I met with Leslie, I was very impressed that the Arbonne Essentials protein shakes have vegan protein! I had my fears of the network marketing business model, but my clients were ecstatic to have a tasty alternative that I actually endorsed! I enjoyed the extra income by selling the Arbonne Essentials, but at that time I had no interest in the time-leveraging business opportunity Arbonne offered. In my mind, I had a “real business.” I believed my gym was my purpose. What could be better than building a business around my passion for health and wellness while helping others?



Meggie with her husband Tim on their wedding day.



Meggie with her mother, AM Karen Matteson, and sister, DM Tracy Czajkowski.



Meggie and her father, Barry Matteson.



Above: Meggie and her first RVP, Kara Stewart.

Left: Meggie and Tim in Italy for their honeymoon.

As my gym business grew, I hired on employees and I felt I was moving in the right direction. In August 2011, I got married to the most amazing man, my husband Tim. He was worth a move to Lakeland, Florida, which was an hour commute to my gym. My passion for my gym dwindled as I was just “putting out the fires” of daily operations. The overhead, the unreliable employees, the liability, the broken toilets and every other responsibility for a bricks-and-mortar business began to take its toll. Did I really want to start a second business from scratch in my new town? Did I want to double the headache? Could I find the right people to run my Tampa location? These questions led me to take a more serious look into the Arbonne business model that I had previously ignored. Besides, I had watched RVP Kara Stewart (my first sponsored Consultant who had been renting training space in my gym) grow a business with Arbonne and even go on an earned trip to Atlantis! I also loved the skin care and makeup, but I questioned if anyone would take me seriously in the beauty industry.

I remember the phone call to Leslie asking her to show me our system for success. I wanted an “A-B-C” business plan. I did my first Presentation in November 2011. Arbonne empowered me to teach others about living

“This business is about living a life of purpose and abundance.”

healthier by both what they ate and what they put on their skin. Even better, I could leverage my time by teaching others to create their own income by learning the same easy business model. This was the smartest business model I had ever come across, without the risk, overhead, or employees. And I could build it no matter where I lived! By January 2012 Arbonne was providing me the same take-home income as my personal training business on a good month. My husband Tim looked at me and said, “If you could just bring home that kind of income and not be so stressed out all time with your gym, I would be so happy.” I wondered, “Could I sell my business within a year?” That comment catapulted me into massive activity. I learned our team’s system, taught others, and had a blast doing it. On April 1, 2012, I promoted to Regional Vice President! Just in time to walk across the stage at my first GTC! I earned a beautiful white Mercedes and I sold my gym a month later, not a year.

I earned RVP on my ability to be coachable and disciplined. I believed I had found the loophole to make more money and work less. Even though that is the case, it was at GTC that I realized it was so much more. I heard story after story of National Vice Presidents who had made a decision with Arbonne, and not only did it change their life, but also the lives of hundreds or thousands of Consultants. And they were

using their time and money to literally change the world! It hit me like a ton of bricks. This was my purpose. I came back on fire sharing the conviction of not only what this business can do for families, but also how it can help you live dreams much greater than most think possible. On February 1, 2013, I promoted to National Vice President.

I always believed I would find success in life, but I had no idea I would have it this fast! I can become the philanthropist and world traveler I want to be while I build a family to bring along with me. Can this business meet your immediate needs? Absolutely! I originally thought the money I was making in the beginning of my Arbonne business was worthwhile. But no matter the income level you are striving for, there is a system and amazing people committed to helping you achieve it. Most importantly, this business is about living a life of purpose and abundance. I get to use my passion for health and wellness to inspire others to create a successful business so they can live out their dreams. I never thought I would be thriving in a company known for skin care and makeup, but thank God I got over myself and opened up to this incredible, game-changing opportunity!

My key to success is to be 100% coachable. When I decided to jump in with both feet, I knew I was far from an expert in skin care or network marketing. But I saw many people find success with Arbonne. I quickly accepted that there is no need to “reinvent the wheel.” Just follow a proven system and teach others to do the same by inspiring them to create more choice in their lives. I had the same fears most do when starting an Arbonne business. But every time you overcome fear you grow, and that is what shapes us into leaders. It does not matter where you came from, what degree you have, or where you live. All that matters is that you make a conscious choice every day to be disciplined and follow the system. You will find the people looking for you and your products. As you witness people improve their health and wellness with the products and change their family’s lives with the business, you will not want to quit.



Meggie and her sister, Dia Matteson.

SUCCESS STRATEGY

“Continually work to serve others and watch your spirit and your business soar!”

You will understand the Arbonne opportunity is truly a gift that you could never keep from anyone. This business is not about magic or luck, but about personal development. I look back at the last two years and see how each day was a decision to lay down brick after brick, and now I see my castle. It is both smart business and genuinely meaningful. Continually work to serve others and watch your spirit and your business soar!

God has directed my footsteps in ways I could never imagine. He has put the most amazing people in my path and I am forever grateful to his abundant blessings.

Thank you to ENVP Leslie Humphrey, for your rock-solid belief and incredible coaching. I always tell you that your journey was meant for me and I can only hope others may feel the same about me. You are a true pioneer, making a difference with all the lives you touch!

RVP Kara Stewart, thank you for looking beyond great nutritionals to be a rockstar in this business and firing me up to do the same. We are sharing this amazing journey together!

To my incredible AMs, who have developed into the most amazing leaders so quickly! You are my partners in building this Nation and RVP is literally a heartbeat away! Thank you to your incredible teams that have made this journey a blast for all of us!

Thank you to all my DMs and brand new Independent Consultants. You are the life-blood of this business and watching each of you take hold of your vision and dreams inspires me!

Thank you to my mother, AM Karen Matteson, who has joined me on this journey and will create incredible impact. And thank you to my father, Barry Matteson. Both of you raised me to always strive for the best and trust God to take care of the rest. The best parts of me come from each of you and what you have modeled throughout my life.

Thank you to my best friend, my sister, Dia Matteson. You are my balance into reality with your business smarts and understanding of me. You are my favorite consumer!

Thank you to my talented husband Tim — my rock, my sounding board, and my biggest cheerleader. You poured your heart and soul into my personal training business to make it a success, but unwaveringly support me in pursuing my dreams. Now, it's your turn to design your dreams, and that has been the best blessing! And we are just getting started! I love you with all my heart. Cheers to our many abundant-filled years!



RVP Kara Stewart, Meggie, and her Sponsor, ENVP Leslie Humphrey, at their White Party.



Meggie, AM Ashley Bock, AM Alexa Russo, and ENVP Leslie Humphrey at the Green Bay leadership retreat.



Tim and Meggie with RVP Kara Stewart, her husband Tom, ENVP Leslie Humphrey and her husband, DM Kevin Humphrey, at the Dominican Republic AIT.



Meggie with several of her AMs — Karen Matteson, Alexa Russo, Ashley Bock, Michelle Yodonis, and Samantha Hagy.

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 > 2011 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.