



LAUNCHING YOUR ARBONNE BUSINESS

THE FIRST STEP TO MOVING YOUR BUSINESS FORWARD!

These materials have been produced by an Arbonne Independent Consultant and are not official materials prepared or provided by Arbonne International, LLC. Arbonne makes no promises or guarantees that any Consultant will be financially successful, as each Consultant's results are dependent on his or her own skill and effort. Actual financial results of all Arbonne's Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary on Arbonne's official website at <http://www.arbonne.com/company/iccs.asp>.

The Basics

- **Become a product of the product.**
- **Place your product order to have products for sharing and presenting**
 - RE9 Set(s)
 - Seasource Set
 - RE9 Body Set in gold bag
 - Intelligence Set
 - Sea Salt Scrubs
 - Mini Hand Creams & Herbal Foot Creams
 - FYI Body Butters
 - Color Line
 - New products
 - Other products that your sponsor can recommend

The Basics

□ Order your business tools:

- Catalogs / Seasource & FYI Brochures
- Retail Order Worksheets & Consultant Product Order Forms
- StartNOW Consultant Applications and Agreement forms
- Sell sheets for various product lines (Baby, Intelligence, About Face Color, Smart Nutritional Hybrids)
- About Face Color Foundation Selector Set
- Business Cards
- Independent Consultant Compensation Summary
- Before and After Sell sheets
- Arbonne Opportunity flipchart
- 10 Arbonne Action Plan Workbooks to hand to your new recruits
- 10 ArbonneNOW Brochures and CD's for prospecting packets (Now's the time to be a part of Arbonne)
- Success from Home / Empowering Women magazines for prospecting
- Samples (Re9 Anti-aging, Intelligence, Re9 Nutriment C)
- Client Product Bags
- PlanNOW Consultant Calendar

Suggested Start Ups

“I Want It All”

Consultant Application Fee - \$29
RSVP 1 - \$700 for \$350
RE9 Skin Set - 4 pk (Item #8220)
RSVP 2 - \$700 for \$350
4 Host Specials - \$400 for \$80
1 Free Item of Your Choice –
ie –RE9 Night Crème – value of \$79
“I Want It All” - \$3253 Retail Value
You pay \$1583.80*

“Ultimate Essentials”

Consultant Application Fee - \$29
RSVP 1 - \$700 for \$350
\$650 Retail Products of your choice
RSVP 2 - \$700 for \$350
2 Host Specials - \$200 for \$40
1 Free Item of Your Choice
ie –RE9 Night Crème – value of \$79
“Ultimate Essentials”-
\$2329 Retail Value
You pay \$1191.50*

Suggested Start Ups

“Essentials”

Consultant Application Fee - \$29
RSVP 1 - \$700 for \$350
\$650 Retail Products of your choice
2 Host Specials - \$200 for \$40
1 Free Item of Your Choice
ie –RE9 Night Crème – value of \$79
“Essentials” - \$1629 Retail Value
You pay \$841.50*

“Bare Essentials”

Consultant Application Fee - \$29
RSVP 1 - \$700 for \$350
1 Free Item of Your Choice
ie -RE9 Night Crème – value of \$79
“Bare Essentials” - \$779 Retail Value
You pay \$379*

*Plus tax & shipping

***These packages are only suggestions; they are by no means something that you are required to do!
You can absolutely customize your own start up to meet your desires and work with in your budget.
You are the CEO of your own business and you decide the best way for you to start.***

The Basics

- Read the Policies & Procedures Manual - Understand Arbonne's Ethics (back cover P&P manual)
- Work through your Arbonne Action Plan & read Arbonne Consultant Manual

The System

Simple Concept

- Sell
 - ▣ Offer the product and business
 - ▣ Offer the 3 ways to win at every presentation
- Sponsor
 - ▣ If you're not growing your dying
- Train
 - ▣ Duplication is key
 - ▣ Duplication = multiplication

Top priorities in 1st 72 hours

- Schedule 2 Back-to-Back Business Launches (this is the MOST important step)
- Write out your 21 Reasons Why in your Arbonne Action Plan Workbook & Determine what you want
- Write out your 100 names list in your Arbonne Action Plan Workbook

Scheduling your Business Launches

- Getting into activity is the most important thing you can do to get your business off the launch pad
- Hold 2 back-to-back launch presentations in your home to have *during the week that you sign up*
- Invite as many people as you can think of by calling and sending invitations via mail and ArbonnelInvites
- Goal of business launch is to get volume (clients & consultants), business partners, & bookings for presentations!

Determine what you want

Which of the following best describes your interest in Arbonne?

- **Shopping Consultant** – I just want to enjoy the products at wholesale prices
- **Hobbyist** – I may share with a few friends here and there
- **Steady Eddie** – I see the potential, but the timing is not urgent for me. I'm willing to work steadily.
- **Power Player** – I see the BIG picture. I have a HUGE sense of urgency. I'm committed to do whatever it takes. I'm willing to take away the option to quit.

Let your sponsor know which one you feel you are!

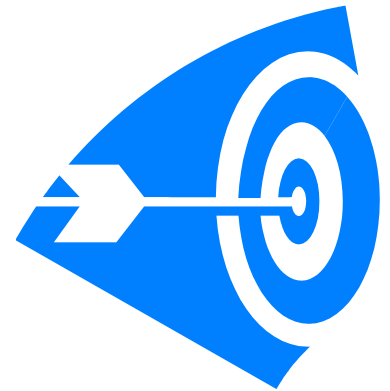
Also, if at anytime your desires change, let your sponsor know!

Your 21 Reasons Why

- You have to know WHY you are doing Arbonne
- It can be to have \$200 extra per month, to stay home with your kids, to get debt paid off - everyone's WHY is different
- Make sure your sponsor knows why you are doing Arbonne. This will help her know where you are, where you desire to go and what level of activity will be needed to help you reach your goals.

Set Your Goals for Next 30 Days

- Awesome Goal is to Promote to District Manager = \$6000 RV
- Great Goal is to reach 1st Step District by the end of your Start Month = \$3500 RV
- Good Goal is to reach 1st Step District by the end of your Start Month = \$2500 RV
- Be in front of 24-40 new people
- Sponsor at least 1 new business builder



The Importance of Getting Into Qualifications for District

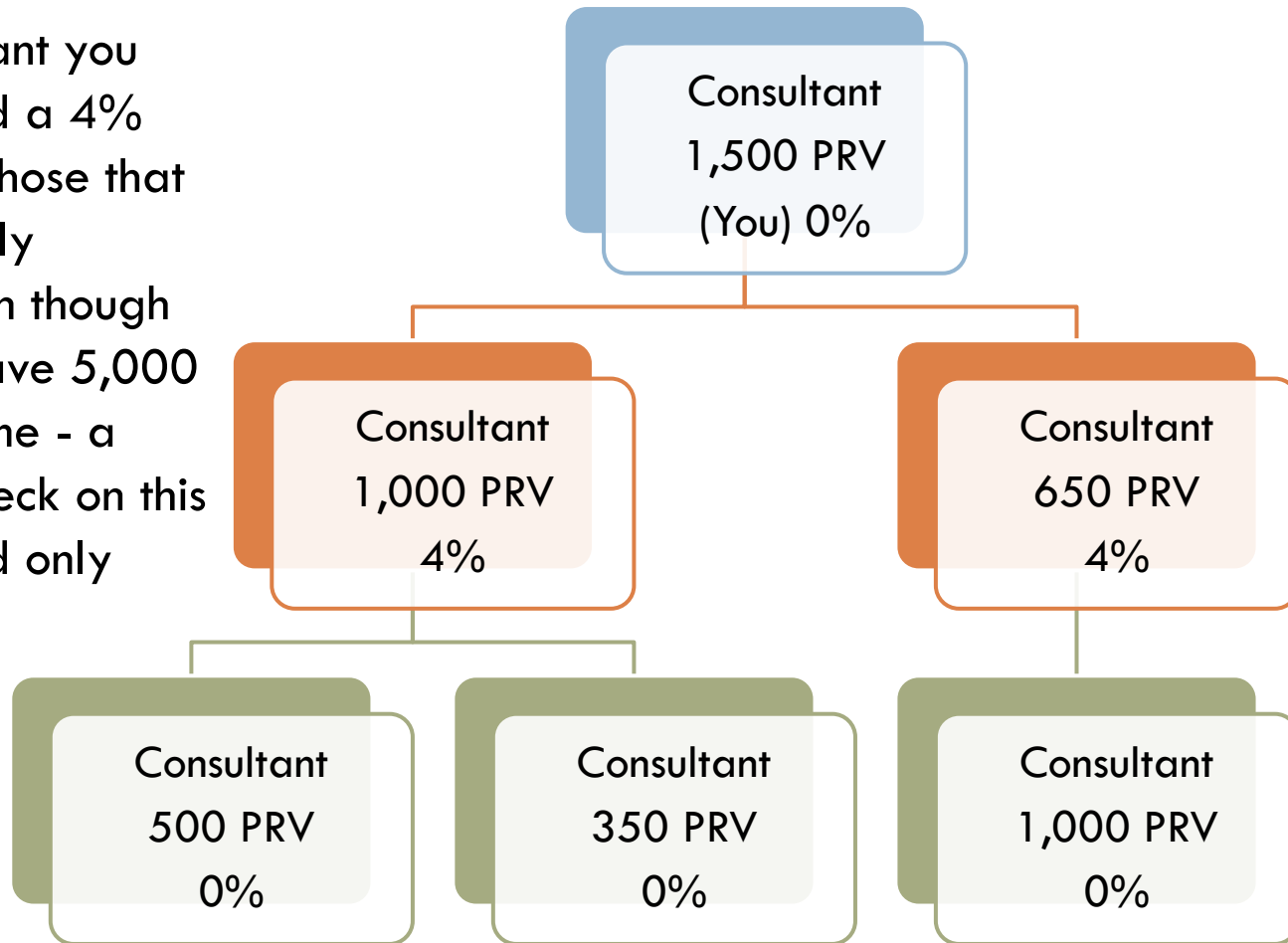
- This is a business that we want to GROW for us, not stay at the same level.
- Good Business. People know you are serious when you are growing. If you owned your business, would you want it to stay at the same level or go backwards? This is what makes your business grow.
- Your team needs to see you push for the next level, so they know to do the same... speed of the leader, speed of the pack!

The Benefits of Getting to DM

- Better pay!
 - ▣ 8% override commission on your entire District and your own volume
 - ▣ You earn a \$50 Right Start Bonus when your new Consultant purchases the RSVP, plus as a District Manager you will earn an additional \$25 RSVP Bonus
 - ▣ \$200 bonus based on 5,000 RV + 5 new \$100 Consultants in your District

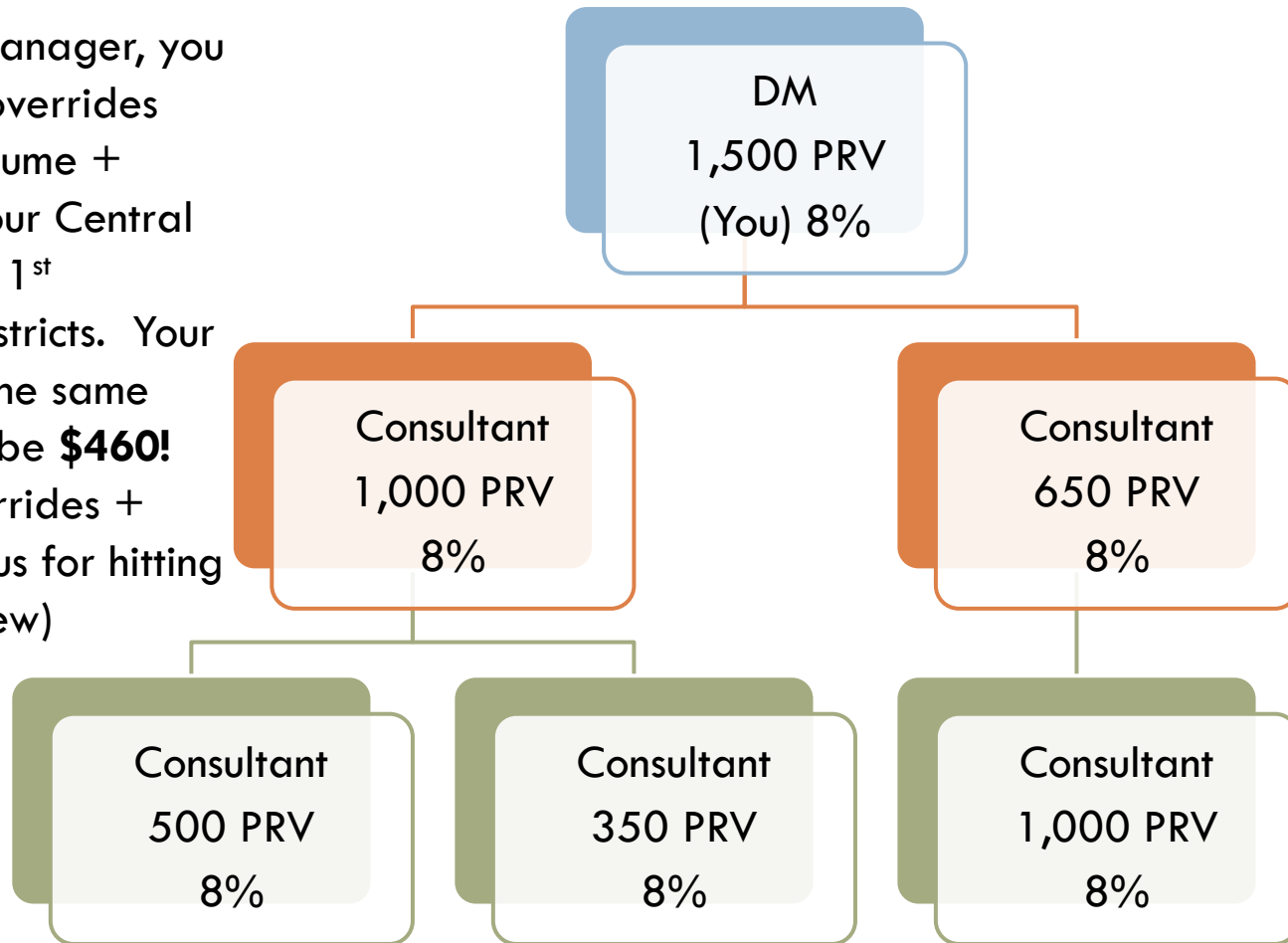
What Consultant Pay Looks Like

As a Consultant you only get paid a 4% override on those that you personally sponsor. Even though you would have 5,000 in team volume - a consultant check on this volume would only be...\$39



What DM Pay Looks Like

As a District Manager, you get paid 8% overrides off of your volume + everyone in your Central District & your 1st Generation Districts. Your DM check on the same volume would be **\$460!** (\$260 for overrides + \$200 DM Bonus for hitting \$5,000 + 5 new)



Plug into the System for Success

- Listen to “The System” call by ENVP, Dr. Deanna Osborn (212) 990-6745 or <http://www.audioacrobat.com/play/WWDhv2wQ>
- Choose your success track: 6, 8, 10, or 12 group presentations a month
- 6 for Success, **8 to be Great**, 10 to Win, and 12 to Excel!
*For simplicity focus on 2 group presentations per week. Decide which 2 nights are your “Arbonne” nights and GO!
- Choose the track that you know that you can commit to.
- If you truly desire to build a business with Arbonne, you need to be in front of 24-40 people per month.
- The key is to be in consistent activity!



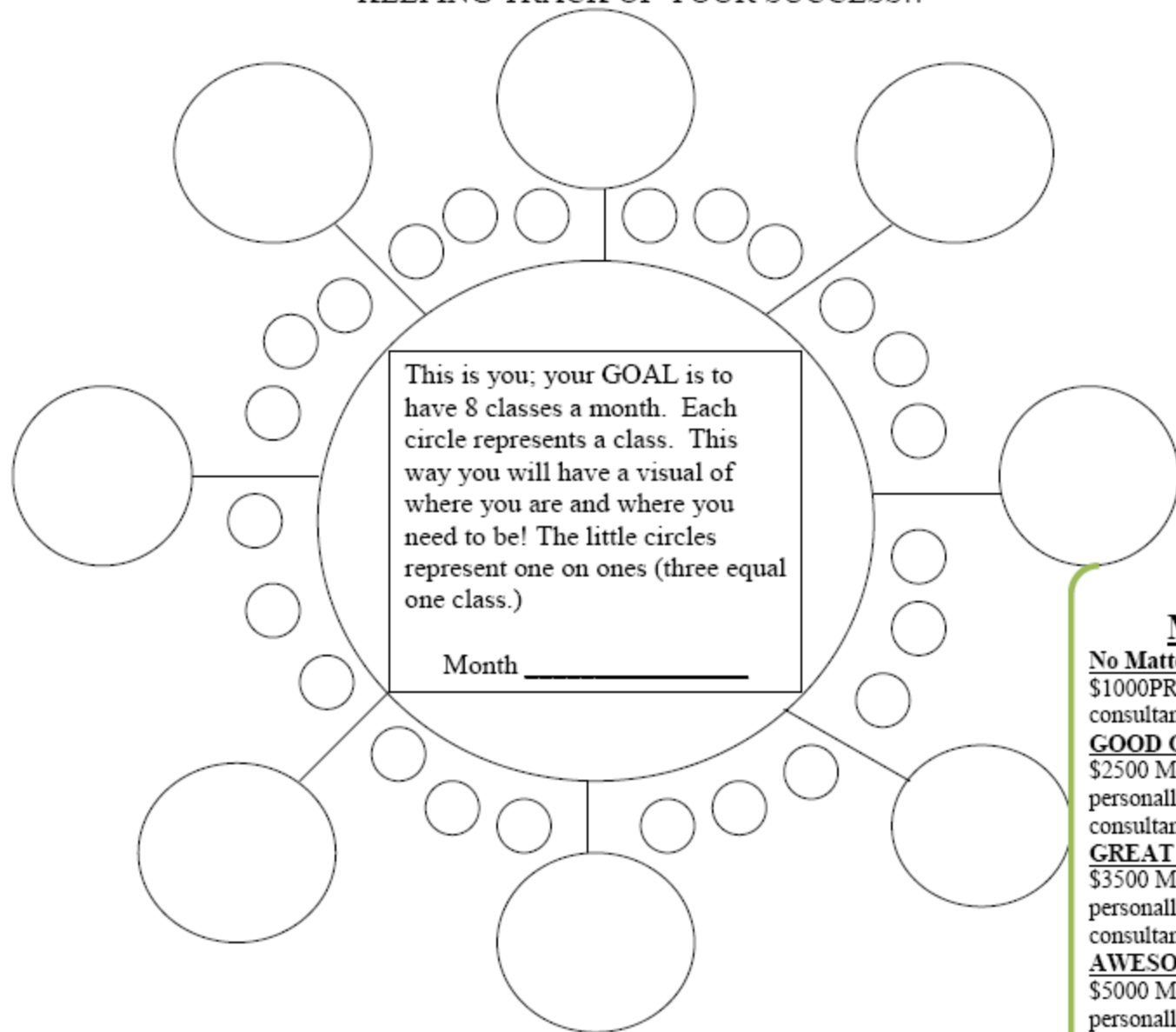
How do I Reach My Volume Goals?

- An average presentation has about \$500 in sales
- 6 presentations x \$500 = \$3,000
- 8 presentations x \$500 = \$4,000
- 10 presentations x \$500 = \$5,000
- 12 presentations x \$500 = \$6,000
- Sponsor 1 or 2 new business builders & launch them to 1st Step District
- You \$3,000 + 1 New Business Builder at \$3,000 = \$6,000 & you are a new District Manager!

How do I Keep the Activity Going?

- Your goal is to be in front of 24-40 people per month (24-40 potential clients/shopping consultants, hostesses, and business partners)
- An average presentation has 4 guests
- 6 presentations x 4 guests = 24 people
- 8 presentations x 4 guests = 32 people**
- 10 presentations x 4 guests = 40 people
- 12 presentations x 4 guests = 48 people

KEEPING TRACK OF YOUR SUCCESS!!



My Goals

No Matter What!

\$1000PRV & sponsor 2 new consultants

GOOD Goal!

\$2500 Me & New plus 3 new personally sponsored consultants

GREAT Goal!

\$3500 Me & New...plus 4 new personally sponsored consultants

AWESOME Goal!

\$5000 Me & New...plus 5 new personally sponsored consultants

Doing Your Part - Weekly Focus Plan

(To Create True Duplication, Have Your Team Do This Too!)

Things to do This Week

You should be focusing on having 2 group presentations a week. Use the "Goal Setting Made Simple" to determine if you have enough activity to reach your goals for the month.

Book 2 Group Presentations	Present/Execute 2 Presentations
1.	1.
2.	2.

Give Out 2 Prospecting Packs & Follow-Up	Sign Up 2 New \$100+ Consultants
1.	1.
2.	2.

Give Out 5 Sample Packs/REsults	Follow-Up with 5 Past Clients/Consultants
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

30 Min/Day Personal Development, Arbonne Univ, Learn & Burn, Team Calls
Day 1:
Day 2:
Day 3:
Day 4:
Day 5:
Day 6:

Weekly Close Totals	
Personal Volume at Week Close	
Central Volume at Week Close	
Success Volume at Week Close	
# of New Consultants at Week Close	

Your goal is \$500 Retail sales in ONE WEEK (ex. Sell 2 RE9 Sets). If you go over this amount during the week, it does not carry over to the next week. Extra is BONUS for your business. FOCUS on getting JUST \$500 a week...this will breakdown your plan and get you to your goal!

Daily Focus Plan

These are the 6 most important things to do for your business.
(Before you go to bed, make your list for the next day)

Day 1	Day 2
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.

Day 3	Day 4
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.

Day 5	Day 6
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.

Other:

Sponsor Your 1st Business Partner

- From your 100 names list identify the top 4 people that you would love to have build this business with you.
- Schedule sponsoring appointments/phone appointments with each person & your sponsor!
- You will also find potential business partners at your presentations
- You want to sponsor & promote 1 new person direct to you to District Manager every month
- Help your new business builder with their first 3 presentations & make sure you have at least 3 more on your own.
- Be a District Manager Making Machine!

Move into Action!

- Hold your 2 back to back Business Launches
- Call people on contact list to see if they would be "open" to hosting a presentation
- If "no", invite them to your business launch (you can also hold 1 presentation in your home per month & invite them to that)
- If "no", ask for a one on one appointment
- If "no", ask to drop some samples in the mail for their opinion

Move into Action!

- Ask sponsor on verbiage on what to say when asking for a presentation or appointment
- Set dates to meet/call business prospects
- Be joined at the hip with your sponsor for the first 30-60 days
- Your sponsor will match your efforts
- Plug-in to your team calls & events. It is crucial for success!

Your “On Going” Goals

Each month breakdown your personal goals

□ **No MATTER What!**

Focus each month on earning Arbonne’s campaigns - \$1000 PRV/QV AND sponsor at least 2 new \$150 consultants – You are in business and you have earned ASAP points!!

□ **Good Goal!**

You and new \$2500 – sponsor at least 3 new consultants

You are in control of maintaining your District

□ **Great Goal!**

You and new \$3500 – sponsor at least 4 new consultants

You are growing your District

□ **Awesome Goal!**

You and new \$5000 – sponsor at least 5 new consultants

You are growing your District, earning your DM \$200 Bonus AND building towards AREA!

Keep These Things in Mind

- ❑ You will hear “no’s”. The difference between a Consultant & a NVP is the NVP has heard more no’s.
- ❑ You will not make a lot of money in the beginning – it is not get rich quick!
- ❑ You will have cancellations & no-shows. It is a part of it!
- ❑ Some presentations you may sell only a lip liner & some presentations you may have \$800 in sales!
- ❑ Some presentations every guest in the room may book a presentation and there will be some where no one books.

Keep These Things in Mind...

- If you experience any of these things – you are normal – congratulations you are going to the TOP!
- This business is simple, but it is not easy.
- This business takes *consistent effort*. If you will keep your dream in front of you & remain consistent and persistent, you will achieve your goals!
- Remember, you get paid when you pick up the phone!
- Embrace the journey. It is all sooooo worth it!

Review of the System

- System of success = ACTIVITY!
- 6-12 group presentations per month
- One-on-One's, Coffee Appointments, Lunch Appointments
- 24-40 new people per month
- Sponsoring appointments with prospective business builders
- Build a team of:
 - ▣ business builders
 - ▣ consultants
 - ▣ clients

Review of System

- Sponsor and promote at least one new DM direct to yourself each month and teach your team to do the same
- District manager making machine
- Duplication
- Activity = Momentum
- Momentum = RVP and NVP
- There's nothing in your business that activity won't fix!