

A close-up portrait of a woman with short, dark, wavy hair, smiling warmly. She is wearing a bright green collared shirt and gold hoop earrings. The background is a plain, light gray.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,
EXECUTIVE NATIONAL VICE PRESIDENT

KIM FORKUM

BE COMMITTED, CONSISTENT AND CARING

Independent Consultant, Executive National Vice President
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If you had asked me and my husband two years ago where we saw ourselves in the next two years, the answer would not have been as an Executive National Vice President with Arbonne, owning our own lives again, with the potential for retirement, trips, an incredible income and feeling awesome! But, that is what has taken place in the past 25 months since I started my Arbonne business. What an incredible two years it has been.

I was introduced to Arbonne in March 2003 when my best friend and sponsor, EAM Kelley Ellis, started her business. I was not the least bit interested in the products or the business. I just did not understand the quality of these incredible products, or the magnitude of the opportunity she was offering me.

I had been working from home 20-plus hours per week for the past eight years processing medical claims. I thought this was my only option to be able to have the freedom to be with my children and accommodate their busy schedules. My husband, Tim, was working his 40-plus hours per week corporate job, and part time with his own business. We were financially and time strapped. I would type extra claims to just have a little extra money. The extra money was not for luxurious vacations. It was so we could maybe go out to eat once a week, or have the funds to purchase all of the kids' school pictures. As most, we were not even living paycheck to paycheck.

But in November 2003, something happened that changed the course of our lives. My son, Hayden, was bitten in the face by a large dog. We had been told by the plastic surgeon that he would be scarred for life. I called Kelley because we had always been there for each other through a lot of things in the 30 years we had been friends. In the midst of the conversation, she said she would send Hayden the Rejuvenating Cream, and that he should put it on his face twice each day. Within a month, we could not tell he was ever bitten. We were excited about the results, but now I felt more obligated to help Kelley. I was a grateful, but still the reluctant friend!

In January 2004, thinking I could fulfill my obligation to help her, Kelley and I set up a booth at an event. Little did I know that she would drip the Arbonne opportunity on me for those three days. I was the stubborn friend, too!

Later that month, I had to have surgery on my hand, due to problems resulting from processing the medical claims. I was on medical leave for several weeks. In March, just before being released to go back to work, I was told that the health insurance contract I had been working on was terminated, and I was



Kim with husband, Tim.



Kim with Hayden, Taylor and Shelby.



Kim and Tim's children: Tyler, Joey, Taylor, Hayden and Shelby.

kim forkum

ENVP



RVP Lori Flowers and Kim.



Chairman & CEO Bob Henry, Kim and President Rita Davenport at a luau during the ASAP Hawaii 2005 trip.

being laid off. I needed a job. I could not go back into the corporate world — I loved the time freedom I had enjoyed from my home-based job.

So I called Kelley and said, “Okay, I’m willing to give Arbonne a try. What do I need to do?” She told me to schedule six Presentations in April and we would launch my business. Since I had been working from home for eight years and am an only child, I felt I did not have any contacts in the beginning. Kelley told me to write down 100 names. I just laughed because I could not get past 15 people. Most of them are family, so my mom and a couple of my friends hosted a Presentation for me. Then, I was off and running.

Since then, most of my friends are now in this business with me. They were not the reluctant ones! I have also made incredible new friends along the way and have gained a whole new family in Arbonne.

Tim and I went on the ASAP Hawaii 2005 trip last September. He was able to retire from his corporate job to pursue his dream business, and now is enjoying his time freedom and the ability to participate in our children’s activities, too.

In the past, if we had the opportunity to take a vacation, we would do something very minimal and have to budget for months and drive to the destinations. This summer, we are able to go on a vacation and are flying! My kids are excited because they have never had the opportunity to fly before. My husband and I are also in the process of designing our dream home.

Another great result of starting my Arbonne business is being a part of my team’s success and seeing them reach their own personal goals and dreams. I knew I had been blessed with the desire to make a difference

in others’ lives, but never knew how I would be able to do that with limited time and finances.

Arbonne has been the way I get to make that difference. When you are building this business, you are not only reaching the ones who you personally sponsor, but also those deep in your SuccessLines whom you do not even know yet. How great and fulfilling is that?

If I had to give any advice to someone thinking about starting their business, it would be to work with your *Why*, so it is bigger than your fear — fear of rejection, failure and what others may think. Everyone has to step out of their comfort zone at some point to grow and succeed at anything. Arbonne is no different. Talk to your friends, family, co-workers and everyone you can about the Arbonne products and opportunity. Do it with confidence and conviction. You can succeed in Arbonne as long as you are committed, consistent and caring. Be committed to changing your life, caring to help others reach success and their goals, consistent with your activity, and lastly, commit with a no-matter-what attitude — no matter who is, or who is not, in your business, and no matter how long it takes to reach your goals. Having the potential to reach payday is worth the effort!

To my upline, ENVP Tina Angus: Thank you for opening up your home and your heart to help us all build our businesses and reach our dreams. Your giving and uplifting spirit is a true reflection of the spirit of Arbonne. We are so blessed to have your guidance and support.

To my upline, ERVP Allison Mitchell: Thank you for your support, guidance and perseverance.

To EAM Kelley Ellis: Thank you for introducing Arbonne to me and not giving up on me. Most of all, thank you for being my friend for the past 30 years.

continued ...

success strategy:

“ Find your *Why*, set your goals and commit to succeed. ”



Kim with her husband, Tim, on the ASAP Hawaii 2005 trip.



Kim and ENVP Tina Angus.



Kim with sponsor, EAM Kelley Ellis, at NTC 2006 St. Louis.



NTC 2006 St. Louis. **TOP, L-R:** RVP Lori Flowers and AM Sloan Miles. **BOTTOM, L-R:** AM Melissa Stansell, EAM April Pearson, Kim, EAM Kim Formosa and EAM Renee Reed.

To NVP Lyn Walker: We are so blessed to have you on our team. You are an incredible woman and I admire you greatly.

To RVP Lori Flowers: You have been with me from the beginning and our journey in Arbonne has both of us living out our dreams. Congratulations on your current and future success.

To RVPs, Tammie Thomas, Kim McClaren and Tracie Story: You are all awesome! I am so blessed to know each one of you. I look forward to reading your NVP *Eye on Arbonne* stories soon.

To RVPs, Renee Reed and Angie Downs: You two are amazing. Your dreams are soon to become reality!

To my Area Managers, District Managers and Consultants: Thank you for your hard work. Keep your laserbeam focus. Be committed, consistent and caring. Share these incredible products and the opportunity with everyone. Help others and you will be blessed beyond your imagination. I love you all very much and cannot wait to read each of your *Eye on Arbonne* stories. Thank you for your hard work these past two years.

To my Louisiana and Florida teams: Thank you for stepping out in faith with me and Arbonne to start your business. This business can truly be built by long distance. I am so excited for you and your success in Arbonne.

Thank you to ENVP Sharon Metzgar and NVP Michael Anderson for being so inspirational and supportive for me and my team. I enjoy and appreciate your friendships so much.

Thank you to everyone at VP Support and the Home Office staff. Thanks to the Executive Team, and their hard work, which helps us in the field to be successful. Your efforts are not taken for granted, nor forgotten. We appreciate you all.

To my Clients: Thank you for your continued support. Keep enjoying the benefits you receive from our Arbonne products.

To my *Why*, Taylor, Hayden and Shelby: Thank you for sacrificing your time with me so we could do this. I love you all so much and hope this journey will inspire you to search and pray for your purpose in life. You are wonderful children and I am so proud of each one of you. To Joey and Tyler: I am so proud of you and love you both. You have the whole world at your fingertips. Live and dream!

To my parents and Erma: What would I have done without your support and help taking care of the children when I needed to be away? Thank you for believing in me and Arbonne, too. Your support and prayers have helped keep me going.

To the love of my life, my husband, Tim: Thank you for all of your support and encouragement. You have sacrificed a lot of your time and taken on a lot of other things while I was pursuing my dream. Thank you for being patient with all the time away and phone calls. I could not have done it without your support. Now we are able to enjoy our lives and own our lives again. Enjoy your freedom in pursuing your dreams. I love you so much!

Most of all, I want to thank God for His incredible blessing.



Kim with team at NTC 2006 St. Louis.

Kim, NVP Michael Anderson, NVP Lyn Walker, ENVP Sharon Metzgar, EAM Renee Reed, ENVP Tina Angus and ERVP Allison Mitchell.

