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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NEW NATIONAL VICE PRESIDENT

CHERYL KEMP

# WHAT AN AWESOME GIFT

Independent Consultant, National Vice President  
Cheryl Kemp Nation;

Do you ever think about what it would be like to "design" your own life? To have the lifestyle of your dreams and schedule work around your family and friends? Take incredible vacations to exotic locations, receive beautiful jewelry for doing good work, drive a Mercedes-Benz as your bonus car and make a substantial income while enjoying your work?

This all sounds too good to be true, but it is not. This is my life with Arbonne! I never dread going to work because I love it. The best part is, I am the boss. I am not working hard to make someone else rich!

I became an Arbonne Consultant on April 29<sup>th</sup>, 1993 and exactly nine years later I became a National Vice President. When Teresa Epps first approached me, the timing was not right but I let her know, "I was interested." After six months of not showing up for other Arbonne events, my husband and I attended a seminar featuring Rita Davenport. The teacher arrives when the student is ready! I was a stressed out, working mom with a less than professional view of network marketing. What I saw that night was a group of professionals just like me making a difference in their lives, the lives of their family and others around them. I signed up that night and went home to try the products. Of course, I fell in love with the products right away.

When I woke the next morning I was having second thoughts: Can I do this? I had never done anything like this before; I worked as an interior designer for 12 years. And then I had the "ego syndrome." I went to work a little embarrassed to tell anyone what I had done, but I got up enough courage to tell a co-worker and she was so excited that she ordered more than \$100 in product. That was all I needed. This was my ticket out of my J.O.B. (Journey Of the Broke). Two weeks later, I quit my job and worked Arbonne full time.

I had several personal obstacles to overcome. I had never sold anything in my life, or so I thought. I am a very reserved person and speaking in front of a group scared me to death. Back then, we did not have Consultant trainings or marketing tools like Product Catalogues. However, my desire to work from home and be at home with my children was greater than my fears. So I opened my Starter Kit and went to work! I learned to set goals and reach them and coached others to do the same.



Cheryl and husband Jerry catch a wave in Hawaii, 1997.



Laura with mentors and crossline friends, NVP Susan Evans, ENVP Kathy Lutz and NVP Judy Pressman.



Cheryl at her first Arbonne conference, with Teresa Epps, Stian Mørck and Rita Davenport in Nashville.



NTC Hawaii 2001. L-R: Brenda Merritt, Julie Beal, Cheryl Kemp, Founder Petter Mørck, Linda Brenner and Lisa Jared.

I replaced my income immediately with personal sales. I did not have the support of my friends and family at first, but that did not stop me. I went about my day with errands, children's activities, etc. and did not come home until I had five new contacts. We earned a dream trip to Maui for my whole family six months after starting with Arbonne. If you are a new Consultant and you have had a lot of negative feedback from friends and family, do not let them be your dreamstealers. Arbonne is here to keep our dreams alive!

It has been an incredible journey. The personal growth is something that no one can take away. This business is the best self-development course you could ever take. You have to step out of your comfort zone to make your dreams come true. But most of all, I have been an example of achievement for my children. My boys (Jackson, 15; Chase, 13; and Collin, 5) have traveled to Hawaii, Mexico, the Bahamas, a seven-night cruise of the West Caribbean and many other places, and they attend a private Christian school ... thanks to my Arbonne business.

When I think about Arbonne, I think about freedom! This is truly the American Dream. Arbonne has given me the freedom to experience life, God's way. I am so happy in life and in my Arbonne business. Arbonne has given me a lifestyle I could not have in the corporate world I came from. When you love what you do you will never work another day in your life.

With Arbonne's Success Plan, I am achieving my lifetime goals. I have been able to be at home with my boys all these years, and to be the wife and mother that God made me to be. I also have residual income that will provide for my family even if I am not able to work. My husband has a very successful business but if he is not working he is not making an income. I will still be earning money when we are vacationing in the Caribbean with Arbonne friends in October!

I believe the key to success in Arbonne is building relationships and building people. If you follow the Golden Rule in your business you will have a business with integrity. I always say, Do what is right for the Consultant, not what is right for you. Encourage everyone, whether they are in your SuccessLine or not. Plant the good seeds and you, too, will have a great harvest.

You must have an unshakable belief. Belief is expectation, and the source of self-motivation. Belief establishes what is true for you. To have belief in our awesome products, our industry, and your team is required for success. But most of all, it is your belief in yourself that makes all the difference. You will achieve only what you believe — no less, no more. And your team will do the same.

*continued ...*

Cheryl and Jennifer Simon working a booth at the Working Southern Women's Show.



## success strategy:

“ When I think of Arbonne,  
I think about freedom!  
This is truly the American Dream. ”



Arbonne Team in Atlanta, September 2001, at the Fall Success Seminar.

Next you must be committed. A commitment is your pledge to do whatever it takes to get the job done — no matter what! Commitment is the opposite of convenience. It is goal-driven and action-oriented. It requires taking a risk — putting something on the line. When people are committed, they persist. They do not quit.

I am so thankful for the wonderful women (and men) I have on my team. So many relationships made that will last a lifetime. Without their belief and commitment we would not have become a Nation. They were willing to do whatever it took to reach our goal and for this I am so grateful. A big “thank you” goes to my Regional Vice Presidents: Jennifer Simon, Lisa Jared and Linda Brenner. To Area Managers: Christy Kemp, Jerri Leake, Laura Beasley, Lisa Cree, Tina Higginbotham, Allison Myers, Kim Allen, Laura Fraser, Donna Willard and Stephanie Yewcic. And to all the District Managers: Eva Southern, Anne Mottayaw, Julie Beal, Regina Thomas, Melody Martin, Katherine Ramirez, Lisa Stevenson, Stacy Abbott, Kym Dunton, Jana Crews, Amber McCulloch, Vicki Lewis, Amanda Burgess, Angela Pannell, Dan and Jane Koch, Jon Beasley, Patsey Allison, Brenda Kilman, Brenda Merritt, Lori Chatman, Lorraine Wilson, Pam Perry, Rachel Landry-Blaisdell, Liz Kendell, Sherry Twilley, Wanda Merrill, Debra Smith-Thompson, Maressa Rahn, Mary Ann Arnold, Sara Guest, Vicki Johnson, Marianne Bailey, Linda Wood, Teresa Johnson, Tonya Kale, Leigh Cosby and Lisa Hailey.

NTC 2002 Long Beach, ACE dinner on the Queen Mary.  
L-R: Teresa Epps, Cheryl Kemp, Linda Brenner and Christy Kemp.



Thank you to Petter, Stian, Rita, Candee, James, Gina and the entire Home Office staff for the vision and hard work to give us this opportunity to have the life we could otherwise only dream of. Thank you to my upline support, Teresa Epps, Carol Waugh and Euphiazene Linder. Teresa, without your example of leadership I would not be here today.

A special thank you goes to my husband and partner, Jerry, for all the times you have held down the fort while I was out of town or at a training. Thank you for making sure our hungry teenage boys were fed and off to school and for going through all the ups and downs with me. I am so blessed to have a wonderful husband and three beautiful boys. You have been so supportive and patient and I love you so much!

From the very beginning I knew that this was where I was supposed to be. One of my favorite movies is about a little who boy wants a puppy so bad but they are too poor to buy one. He tells his grandfather that God must not want him to have a puppy. The grandfather answers with the profound statement, God will provide the opportunity, if you provide the work. This made such an impact on me. This awesome opportunity has been provided for me and I have to provide the work. He has brought me to where I am today, a National Vice President. And NTC is even in Nashville in 2003. What an awesome gift!



NTC Orlando. L-R: Jerri Leake, Cheryl, Christy Kemp, Anne Mottayaw, Lisa Cree, Melody Martin, Laura Beasley, Lavonne Danielson and Valerie Brassfield.