



EYE ON ARBONNE EXECUTIVE NATIONAL VICE PRESIDENT



Donna Johnson

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Profession: Education, Training, Library

Soar on Your Spirit Wings

Donna Johnson of Wisconsin started her Arbonne career in 1987 as a single mom of three small children, with no college degree, no child support, and poverty level income as a swimming coach. Today, nearly every Arbonne Independent Consultant can trace a connection to this Arbonne Visionary’s SuccessLine.

I had big dreams, desires and discontents, and I dove “all in” to my Arbonne business. My first GTC (MTS back then), every leader in Arbonne could fit in a room of 20. We all personally knew and worked closely with our Founder, Petter Mørck, and we realized we were a part of something very special. The foundation of our culture was laid in the early days, and is strong and vibrant today as it’s been passed on and protected. Arbonne’s culture is based on doing the right thing, in the right way, for the right reason. Treating people right, serving, edifying, sharing, and standing out from the crowd.

As you venture into this incredible entrepreneurial opportunity of Arbonne, you determine your success, no one else. Imagine shaking hands with yourself in 5, 10, even 20, 30 years. Begin with the end in mind. Guard your beliefs and dreams — don’t let anyone steal them, including yourself. Beware of the “4 D’s”: Doubts, Disappointments, Distractions, and Dreamstealers. When you’re unaware, these 4 D’s can cause you to stumble. Stay focused, determined to rise above, and embrace the other “4 D’s”: Determination, Discipline, Desire, and Do It!

You write your own check and determine your own destiny. When you look in the mirror, you’re looking at the boss. The good news is you tell yourself what to do each day. That can also be bad news if you’re not disciplined enough to create a strong work ethic and business plan. Write your *Eye on Arbonne* story, take your picture in front of a white Mercedes-Benz, and make your dream board.



Donna and her husband, Thomas, at the Global Training Conference in 2016.



Donna and Thomas with their children and grandchildren.

In 1987, I met now ENVP Thea O'Donoghue. She shared Arbonne's incredible products and opportunity. I had dabbled in network marketing prior, and I thought it was too good to be true —what was the catch? She introduced me to Petter Mørck who was surprised at my surprise. He believed we all deserve everything that Arbonne has to offer. I did some soul searching and realized Arbonne was good and true. Thea has been a steady rock of support, and I appreciate her so much as my awesome upline.

Around the same time, I saw an infomercial called "It's Time For You," featuring author and speaker Rita Davenport. Rita changed my life, and the lives of so many others. I wrote to Rita and told her what an impact her tapes had made on my life, both personally and professionally. Rita joined my business, promoted to RVP, and became Arbonne's first and only president for over 20 years. Now retired, she's left an incredible legacy and has contributed to the famous Arbonne culture.

I had the pleasure and honor of sponsoring my first Consultant, now ENVP Phoebe Fournier. She is a mentor and reminds me of our "spirit of intent." Our Nation's mission was derived from the Joni Erickson-Tada song, "Spirit Wings" which encourage us to lift ourselves above all of the earthy things. What a view from that perspective! I became Arbonne's first National Vice President in 1991, and Phoebe became Arbonne's second NVP.

Today, the majority of Arbonne Independent Consultants are in our SuccessLine. I'm honored to serve as your Visionary, and continue to pave the way to new heights.

Arbonne has been an incredible gift for my family and me. My husband, Thomas, and I met at a profession event in 2008, and married in 2014. With the freedom and flexibility my business offers, we live in three of the beautiful places in the world; Arizona, Wisconsin and Sweden. My 5 adult children have all benefited from watching their mom build a business from home. They often say it was the best education they ever received. Nathaniel and his wife, Shyam, and their daughters, AmmaLee, Ophelia, and Solei; my daughter, Nicole, and her sons, Jonah and Judah; my son, Joe, his partner, Melissa, and their daughter, Coraline; my twin daughters, Olivia and Alexandra; and Thomas' son Max have all received a unique worldview based on following your dreams and creating your success.

I appreciate everyone who persevered and stayed the course during Arbonne's infancy. Without the early Arbonne Visionaries, no one would be enjoying the success we have today. We endured despite having only 13 products, no samples, tools, or systems, and no technologies in a challenging environment. Many quit, yet many of us believed in the foundation of Arbonne, the product, the people, and the principles Petter and Rita instilled in us. My assistant, Pat Diermeier, has also been with me since day one, and I appreciate her more every day!

You might ask what keeps me going — it's this incredible opportunity that we share each and every day that we meet a new person. What part of Arbonne could change someone's life? What difference can we make? I call it 3-D Success. We all know people who make a great income, but do they have the time to enjoy it? With Arbonne there's an opportunity for 3-D Success: knowing what you do makes a difference; creating balance in your life; and financial peace.

Knowing that you make a difference will keep you working long after your commission checks have met your needs and desires. For some people an extra income stream can make a huge difference. Sometimes there's just too much month at the end of the money, and you can impact so many people's lives with this business opportunity. The more passion and belief you have, the more you will be able to help others catch the vision and change their lives. Never give up before payday! There's no better feeling than knowing you made a difference in the life and family of another human being. You will move from your practical goals, to meaningful goals and legacy goals. Our family and team funds five orphanages around the world via the commission earned from our business. This would have never happened had I not stayed the course.

From day one, I held 2-5 Group Presentations and multiple One-on-Ones per

SUCCESS STRATEGY

Believe in yourself, plug into a system, and create your "In for life" story.



Donna with Founder Petter Mørck at her NVP Mercedes-Benz Car Presentation in 1991.



Donna and Petter Mørck, 1987.



Leaders at Donna's home for her Annual Areas in Paradise.



Donna, #1 at the Parade of Champions in 1988.

week. Those Presentations not only gave me “right now money” through product sales to clients, they became the breeding ground for finding my next business partner. So, the right now money can lead to long-term team building! Our job is to get in front of people, tell the story, and find the fit. We are not in the convincing business.

If I had to start over today, I would do whatever it takes to block out a two-week section of my calendar and fill it up with Presentations, because everything starts there! It's that simple. Believe in yourself, plug into a system, and create your “In for life” story. Watch your self-talk. Talk and act like a top VP. Create excitement, passion, integrity, and unity within your team. People want to follow someone who knows where they're going. If they know you, like you and trust you, you'll go far.

I'd like to thank our late Founder, Petter Mørck, and his family for the incredible commitment he made to Arbonne especially when most people would have given up. Thank you to our retired President, Rita Davenport. A big thank you to our Home Office staff, who work diligently to support our organizations. To the team: I have been enriched by the friendships and relationships of all the wonderful Consultants and Leaders not only in our Central Nation but the entire SuccessLine globally. Thank you to my kids and grandkids who teach and inspire me, and bring great joy. Last but not least, I have so much respect and gratitude to the love of my life, my husband, Thomas, who inspires me every day to speak the truth in love.

Continue to be all that you can be, spread your wings, and soar on your Spirit Wings!

The Arbonne Independent Consultants featured in this EOA has achieved the rank of Regional Vice President or 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 on Arbonne's website at iccs.arbonne.com.

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. Arbonne makes no guarantees regarding income.



Donna, Thomas and family visiting one of their Spirit Wings Kids Orphanages.



Arbonne's first and second NVPs, Donna Johnson and Phoebe Fournier.



Wisconsin Local Leaders at Donna's annual Manager Picnic.



Donna with her faculty for her annual Green Bay Leadership Retreat.