



EYE ON ARBONNE EXECUTIVE NATIONAL VICE PRESIDENT



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Keep Your Eye on the Prize

Miranda Burcham of Broken Arrow, Oklahoma, always knew there was more to life than living day to day, but never knew how to get it. Miranda prayed for a way to stay home with her son and make enough to replace her salary as a counselor. Miranda knew about Arbonne and loved the products, but never considered building her own Arbonne business as a viable option until she made a decision to let go of fear and follow her dream.

I had a foster son who loved me to fix his hair. He hadn't been cared for very well in his life and this was one thing I could do that made him feel special. Once I got his hair just right, I would lift him up to see the mirror. He would smile big and stare at himself studying every detail of his newly styled hair. Without me lifting him up, he couldn't see his transformation. I was given that same gift when I began Arbonne. Someone cared enough to lift me up to see something I couldn't see on my own. And now, I get to do the same thing for others who start this business.

Starting with Arbonne, I was a young wife and mom. My husband was a college football coach, and I worked as a counselor helping troubled teens. I loved helping people, but I didn't love leaving my son all day, every day. Then my husband decided to pursue high school coaching. We prayed about a way for me to be home while still bringing in an income. I knew about Arbonne but between my pride thinking I was a bit above "selling something to my friends," and my insecurity that I could never be good at it anyway, I didn't think it would work for me. But, after researching the industry and Arbonne, I began to wonder, "Why not me?"



Miranda's #1 reason for building this business.



Miranda with her husband, Stephen, and their 5 kids, from left to right: Brelee (8), Bram (1), Bronson (11), Brax (6), and Brock (1).

I found confidence reading the success of so many because I saw common themes throughout, like never giving up, working consistently, being coachable, and having a Why that drives you. None of the stories mentioned being great at sales or required knowing lots of people. As a former Division I college basketball player, I knew how to follow a plan, be coachable, and not let discouragement stand in my way. I knew people would buy these products because they were amazing. But more importantly, I knew others would want what Arbonne could provide. I decided I could either be driven by my fears and excuses or I could be driven by my dreams. Most people make the excuse that they're too busy or give in to their fears and ask themselves, "What if it doesn't work?" I knew it worked and refused to believe it couldn't work for me.

As a counselor, I saw kids who had shoes four sizes too small, houses that weren't fit to live in, and less food than they needed to live. These things always bothered me, but I never knew how to change them. I remember thinking someone had to help them. Everyone I knew, including myself, was so busy with their own lives, taking care of their own family, and trying to "get by" that they couldn't evoke much change. I decided Arbonne would be my vehicle to help change lives. I looked for others who wanted to get more out of life, were already excellent at what they were doing, and loved serving. I educated myself on network marketing and saw that building networks not just businesses was the way big things were accomplished. We network every day, whether it's through telling others about a sale somewhere or a favorite restaurant. Most of us just don't get paid for it. Arbonne is a genius way to compensate people for recommending and selling products.

Through sharing Arbonne with others, I promoted to RVP. At this level, I had doubled my full-time income, and I became an official stay-at-home mom. As my family grew, so did my vision for this business! I was already seeing my dreams unfold. I found joy in having extra money to bless others and do things as a family that I thought were only in the "someday" category. Others on my team were quitting their jobs, paying off debt, and traveling because of what Arbonne had done for them. The beauty of Arbonne is when you help others become successful, you find more success. That happened, and I promoted to NVP. God was verifying in my heart and life that when I say yes to what He has for me instead of listening to my excuses and fears, immeasurably more is given to me than I could ever hope or imagine!

A few years into my business, I worked with a TV program contestant as his at-home trainer. He won the show, and because of that I started my own fitness television program five days a week. I also began running fitness camps several days a week to help women get fit. I enjoyed everything I was doing, but I knew that I didn't want to keep up the busy pace I had created. I had just our third baby, and time was such a factor in my life. I realized that if I would spend half the time and energy on building my Arbonne business as I was filming the show, I could make more money, have more time, and impact more people. I immediately stopped filming and focused more time on my business.

My family and I have travelled to Haiti several times. Seeing people who would give anything to have a business like Arbonne to change their life continually reminds me to not waste this opportunity. I can work this business for those who can't and make a positive impact in their lives because I said "yes" to work this business. Their faces inspire me to get out of my comfort zone and share Arbonne.

Our team members are aware of our thoughts and feed ourselves with affirmations that are God's truth for our lives. This philosophy carries over to all aspects of life. I am truly a better mom, wife, and friend because of the mentorship and growth I receive in Arbonne. I am so much more on purpose for my life and for my family. Our family tries to live by these 3 principles 1. Everyone has an invisible sign that says, "Make Me Feel Important." 2. To be great, serve many. 3. I am third. God first, others second. Many people overestimate what this business can produce in a year, but they underestimate what can be done in a few years with consistent effort. In my wildest dreams I didn't estimate what this has become for my family and for others.

SUCCESS STRATEGY

Believe you can, and then go prove yourself right.



The twins. Just a day in the life.



Miranda on a mission trip to Haiti where Miranda's Nation supports a building project called Blue to Block, which helps families living in tents transition to permanent housing.



Miranda and her children in Haiti in the earthquake aftermath.



Miranda's Why.

I'm so glad I realized the vehicle Arbonne could be in my life, and I didn't allow fear to stop me from starting or quit when it got hard. It's often said, "It's not your setbacks but your comebacks that define a person." So many people don't start this business because they don't have the time, let me urge you to begin because of that reason. If you don't do something different, you won't get anything different. Not only are my family's needs met, but now we're able to meet the needs of others.

I have the best of both worlds. I homeschool my kids, we travel when we want, and we serve in our community and around the world. My kids are learning firsthand from my husband and I as we accomplish our dreams. My husband was able to retire from coaching and now serves in full-time ministry. When I first started this business I told one of my mentors, ENVP Cecilia Stoll, that I would love to make enough money to buy snow cones every day for kids around my town. I wanted to show those kids that they were important and loved. Cecilia said, "Miranda, if you will work this business consistently, you will be able to buy a lot more than snow cones and help a lot of people." She was so right! And I believe we're just getting started.

My family has been able to foster many children over the years, providing a temporary safe haven while they're in deep crisis. Our family has grown to five children now — three biological children and twin boys whom we adopted.

Please don't play small in your life, it doesn't serve anyone! Believe you can, and then go prove yourself right. This business is there for the taking. Grab hold of it and run. Keep your eye on the prize and don't look back!

To my mom and dad: Thank you for instilling value in me. I love you! To my husband: You are my rock. You're the umbrella of love that husbands were designed to be for their wives. You forced me to believe that "short-term sacrifices, would lead to long-term rewards!" I love doing life with you. You are an authentic man of God who rejects passivity, accepts responsibility, leads courageously, and invests eternally. To my children: Being your mommy is my greatest honor. I love and adore you. I love homeschooling you, watching you play sports, and watching you grow into the people God designed for you to become. I am forever proud of you! Being with you is my favorite thing to do in all the world! To my team: You inspire me to be better! You are world-changers, life breathers, and dream givers. You are mentally tough and you press on. You are my best friends and the people with whom I love to do life! Thank you for believing. To my God: You are my audience of one. All thanks goes to you. Every good and perfect gift comes from above. To anyone reading this: Press on toward the goal.

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Vice Presidents at Cecilia's Route 66: Amanda, Erica, Miranda, Kelly and Lisa.



Miranda with her daughter.



The Burcham Nation at GTC 2014.



Miranda in the best shape of her life with help from Arbonne Essentials vegan Protein Shakes and products.