



EYE ON ARBONNE EXECUTIVE REGIONAL VICE PRESIDENT



Stuart Armfield

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Profession: Arts, Entertainment, Media

Anything Can Happen if You Let it

Stuart Armfield of London was tired of waiting tables between performance contracts, and watching his sponsor earn her Mercedes-Benz was just the inspiration he needed.

I wasn't interested in starting my own business, as I did not want anything to take my focus away from my career as a performer. What I have come to realise is that you can have both. Arbonne is a vehicle to give me the lifestyle I want — the kind of lifestyle I would never have been able to have if I hadn't been open to this opportunity.

I would have a fantastic contract for a year, then that job would end and I would be back to square one, working in a bar or teaching. I couldn't see how I would ever have any kind of financial security. I needed to take charge of my life, rather than just bury my head in the sand.

NVP Sarah Dunning, whilst working as a full time teacher, had just had her brand-new Mercedes-Benz delivered to the house where we were living, which she earned through Arbonne's Mercedes-Benz Cash Bonus Programme. I didn't know any teachers that could afford to drive a Mercedes-Benz. That's when I started to ask questions.

She told me she had a business alongside her full time job, and she was teaching other people how to redirect their spending to Arbonne. By teaching others to do the same, she was helping them create extra income.

After listening to her presentation and trying the products for myself, I was excited about the prospect of gaining control of my finances. At the same time, I was very apprehensive of trying something new. I didn't want anything to take me from my career, but I realised that when I was not following the career I loved, all I was doing was waiting tables. I couldn't afford to go to classes or do the things I wanted to do.



Stuart and his sponsor, NVP Sarah Dunning.



Stuart with CEO Kay Napier at AAC 2012 Birmingham.

I decided to weigh out the possibilities. What if it didn't work? I knew it did, because I saw the success Sarah and everyone around her was having. I had sleepless nights thinking about what the opportunity could bring to my life and my family. I thought if I change nothing now, nothing is ever going to change. Many people, including my parents, were very skeptical and told me not to waste what little money I had. I listened to them, but decided that whilst I loved them dearly, they were not in the financial position I wanted to be in. So I jumped in and thought if I get nothing out of this other than learn about myself and how to run a business, then it will be 100% worth it. Looking back, it is the experiences and hurdles I had to tackle that I cherish most.

It took me 12 months to get to Region, and I had many hurdles to overcome on that journey, mainly with my confidence and self-belief. People think actors are the most confident people, but nine times out of 10 we struggle with self-belief more than the average person.

I cannot even begin to tell you how grateful I am that this opportunity has fallen at my feet. It definitely wasn't something I was expecting, but I have grown so much and watched my closest friends grow into people we didn't even realise we could be. It is fear that can cripple us. I am so thankful I went with my inner feelings and didn't listen to those who were trying to help, but didn't have the courage to take on something new. My life has changed for the good, and it's all because I was open to learning a new skill and putting it into action.

I would like to say a massive thank you to my team, who believed in me and helped me every step of the way. Thank you to EDM Francis Haugen and ERVP Claire Fishenden for helping me believe anything is possible. To Patrick Kelliher, DM Carling Conner, AM in qualification Glenn Robb, DM Lydia Jenkins, EAM Danica Pickett, AM Debbi Gilby, DM Zoe Rainey, AM Alexa Horner, RVP Karen Bardrick and the rest of my amazing team: Without each and every one of you, my journey would not have been as much fun.

I also want to say the biggest heartfelt thank you to my sponsor, NVP Sarah Dunning. Thank you for helping me and believing in me. You are an inspiration to many, and I will be forever grateful that you came into my life and encouraged and supported me on my journey.

And last, but by no means least, to my wonderful family: You are the reason I am doing so well. Mum, Dad and Victoria, thank you for being skeptical, giving me a stronger reason to make it work and the drive to prove you wrong. I love you all dearly.

SUCCESS STRATEGY

“Our only limitations are those we set up in our own minds.”



Stuart at his Mercedes-Benz Car Presentation.



Stuart with his team.



Stuart with his SuccessLine: ENVP Iain Pritchard, NVP Sarah Dunning and ERVP Claire Fishenden.

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