

CREATING A POWERFUL 3-5 MINUTE “I-STORY”

Become a Master Story Teller: (Facts Tell – Stories Sell)

Your I-Story is the single most important thing you share at your group events, or any interactions with others. Your job is to **PAINT A VISION** so big that others see themselves as a part of your vision. If you need to use someone else’s success story as part of the “vision painting” then do!! Tell it enough times and soon you will have your own!

Answer in a few short words each question below and then put together your I-story.
Be sure to email it to your up line VP and they will vox you feedback!

1) “About Me”

Name & your story - tell them about yourself.

Spouse?/ Kids?/Pets? Names?

Where do you live?

What do you do, or what did you do as your full time job? (What is your training/education?)

2) “My Arbonne Story”

I was introduced to Arbonne by..... (Was it through a show or event? Social media? Friend or family member? Random introduction?)

3) “My First Impression”

When I was first introduced to Arbonne, I thought.....

- I cant believe she thinks this is a “REAL” business
- I knew she was very successful, but....
- How does she have time for this?

4) “Initial Hesitations & Fears”

When she asked me to take a closer look at the business- what were your hesitations or fears?

Not enough time

Not enough money

Don’t know enough

Not a sales person

Don’t know anything about skincare

“It’s a pyramid”

5) “Turning Point”

What was your turning point?

6) “What CAN Be”

Glimpse into the future

Lindley Haduik Example:

1) “About Me”

Lindley Haduik , I am married to my husband Kyle, we have 2 kids, Beckett and Saida

-Live in Saskatoon now, I grew up on the farm an hour south of Saskatoon.

-I am a hairstylist by trade and I absolutely Love it!

2) "My Arbonne Story"

I have had my Arbonne business for 4 years now

- I was first introduced to Arbonne by a friend I had gone to hair school with 10 years ago by hosting an event
- I had followed her on FB
- I knew she was successful..... (expand)

3) "My First Impression"

But I thought....

- Well that's good for HER... I LIKE my job, and make good money
- I thought people did something like this because they hated their job and/or needed more money.

4) "Initial Hesitations & Fears"

- At my show I had a few friends interested in starting a biz, and she asked if I had ever considered it.
- Even if I wanted to do it I couldn't because:
 - Too busy. Working 40-60 hour weeks
 - I already knew a TON of people that sold Arbonne (3 girls IN the salon)
 - I couldn't even sell a bottle of shampoo or conditioner in the salon, let alone a \$14 lip chap
 - I knew nothing about skincare or business
 - It was "one of those" things

5/6) "Turning Point & What CAN be"

- At the show I hosted she asked a question that got me thinking... She asked "If you continue to do what you are currently doing, where will you be in 5 years, but most importantly, will you be happy?"
- That Q kept me up at night for a # of reasons:
 - 1- Kyle and I had just got married and knew a family was in our future and I didn't want to be working 60 hours a week once we had kids.
 - 2- We had a nice lifestyle, and me cutting back on hours, also cut my paycheck in half.
 - 3- This was a part time, "nooks and crannies" business. I could fit it in now, and make some extra cash I would be happy
 - 4- she shared with us that night that the average time it took to get the TOP income level was 3-5 years, and the average income at that level was almost \$23,000 a MONTH, I thought to myself- I can give this 5 years.
 - if I am HALF as successful as the "average" NVP, I would quite ok with that.
 - I decided to jump in. I stopped asking myself "what if it doesn't work" and started asking myself "what if it DOES".
 - 2 ½ years into my business I earned the company car- a white Mercedes Benz, and I know that within the next 12 months we will be at that TOP income level- NVP.
 - The car is a nice perk, but it is so much more than that
 - My husband was able to switch careers
 - I was able to quit my job at the salon after my mat leave was up with my son, and open a salon in my home, and now get to do hair because I LOVE doing it, not because I HAVE TO pay the bills... so I do hair 1-2 days a week now.
 - I didn't have to worry about a Mat leave paycheck with our daughter, because a RVP paycheck is pretty nice.
 - We have done a ton of travelling, and lots of it is on Arbonne dime
 - I have met some amazing friends
 - I have watched this business change lives in so many different ways, from financial freedom, to building confidence or self-esteem, or to help families gain time freedom and have more time together

As you watch me tonight, if there is **ONE OUNCE** of you that thinks you could do this too, (reading a script is really all I do!) then let me know after and I would be happy to share some more info with you, so you can decide if it would be a fit for you and your family.

Role play - face to face and ask for feedback! Practice over and over until it is easy and comfortable for you to share.

#JNATION