

c r e a t i n g y o u r

"60-SECOND" STORY

Your 60-Second Story

Your 60-Second Story is how you'll answer when someone asks you what you do for a living. This is the perfect way to introduce someone in your cold market to Arbonne in a fun and natural way.

Background (1-2 sentences): This is a statement about what you do right now or what you used to do. It should be positive. "I am a mom of 3 beautiful children and I absolutely love it!" or "I used to work in the corporate world and I loved what I did."

The reason you started Arbonne: "But I really wanted a challenge for myself" or "I really needed to find a way to earn some extra money."

Then I found Arbonne (say this sentence exactly like this):

"Then I found Arbonne, a Network Marketing company, which is something that I never ever thought I would do. But, once I actually looked into it, I realized that I was just uneducated about what it was and I absolutely had to do it!"

Results or hope for the future:

"This business has done so much for me - not only financially, which is amazing - but also personally. I now have a focus on where my family and I are headed in the future, and I feel really good about it!"

Or, if you haven't started making money yet:

"It's given me so much hope and focus on where we, as a family, are going in the future."