

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

"WHY" STORY

Your WHY Story

Your "Why Story" is what you will say at the start of each group presentation or one-on-one appointment. It is how people get to know you and how they learn why this business is important to you. People will be a LOT more likely to support your business if they know you have started this business because you have a huge WHY and that becoming successful in Arbonne is not optional for you. Your story can be very similar to the 60-second story. You'll just want to add more details.

Background: You can say the same your 60-second story, but add more details, such as how you were introduced to Arbonne.

The reason you started Arbonne: Same as the 6-second story, but add more detail. Instead of just saying you need to earn some extra money (or whatever your reason), add why you need to earn extra money. Talk about what was going on in your life that caused you to be open to Arbonne.

Then I found Arbonne: The same as the 60-second story or you can change it slightly. This is where you talk about why you were skeptical and how you overcame it. This is a great time to share a success story of your upline or someone that they might be able to relate to. This is important because it helps people relate to you in their own skepticism and helps them see how they can overcome it as well. (If you are doing a Healthy Living Workshop, share either your Bootcamp success or someone else's.)

Hope for the future: This is the most important part. You should go into detail about your hopes for the future. What is your #1 why from your list? Talk about that! Talk about what your life will look like once you've achieved that. What are your other whys? Where do you see yourself?

Say at the end, "I'm going straight to the top of this company and I'm looking for others to join me." Be excited! This is what will make people want to join your team!