

## Your “I Story”

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When someone says, “So what do you do?” your “I Story” is a 30-second commercial about your Arbonne business. Your “I Story” should draw people in, giving them just enough information so they are curious to learn more.

Answer the following questions to help you build your “**I Story**”:

- *What do you want people to know about you?*
- *How were you first introduced to Arbonne and what was your initial reaction?*
- *What got you started in your Arbonne business and why?*
- *What are your hopes, dreams and vision for your business?*
- *What has saying “yes” to Arbonne meant for you so far?*

Combine your responses into one succinct, authentic paragraph. Remember, this isn't your life story, it's just enough to intrigue your audience so that they want to learn more about you and your Arbonne business.

Write Your “I Story” here

### **LEARN MORE**

Listen to Donna Weiser, Arbonne Independent Consultant, Executive National Vice President, “Creating Your ‘I Story.’”

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