

# New Independent Consultant Guide to Launching Your Arbonne Business



## Define Your *Why*

Why are you starting your business? Your *Why* will help you stay focused and on-track toward achieving your goals. This section will help you define your *Why*. Answer the following:

- **What are you looking for in your life right now?** For example: More fun, more money, more time, more friends, more freedom.
- **What do you wish to be in the next year?** For example: During the next year, I want to be less stressed, more confident, closer to family/friends.
- **What do you want to do in the next year?** For example: During the next year I want to reduce my debt, add to college funds, take a vacation, pick my kids up from school every day.
- **What do you want to have in the next year?** For example: This year I want to have more free time, new carpet, new friends, extra cash.

*If you see something in the list above that you want your Arbonne business to help you achieve, write it down. Add more to start defining your Why.*

My *Why*:

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Listen to Dana Collins, Arbonne Independent Consultant, Executive National Vice President, "The Foundation of Your Arbonne Business — Your *Why*."

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