

Suze Orman: Eight Qualities of a Wealthy Woman

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SUCCESS

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Go Hand in Hand

**Master the
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Family, Self, Career

Arbonne
Discover the Difference

How to Create the
Life **You** Want

Beautiful Skin at Every Age

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Pictured from left to right: Rita Davignon, Bob Henry, Donna Johnson, Deanna Osborn, Cecilia Stoll and Deanna Herrin

Cover photography by Aaron Rapaport

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Living a Dream Life

Donna Johnson created a phenomenal life for herself and considers it a blessing to teach others to do the same.

by Erin Casey



Photography by Mark Perlestein

Donna Johnson has long since passed the point where she could retire from her Arbonne career. She began her journey as an independent consultant in 1987 and, as the company's top earner in 2006, Donna counts her blessings on a daily basis. Certainly her commitment, diligence and strong work ethic have served her well, yielding numerous incentive trips, the famed white Mercedes-Benz and what she describes as "financial peace." But Donna says the intangible rewards she's received are greater than anything money could buy.

"The person I've become and a life I feel so good about," are some of her greatest rewards, she says. "I'm not in the rat race of corporate America, where I possibly would be making a lot of money but would also have to step on people to get where I would want to be. I'm truly living the life most people only dream of, and yet I'm doing it by helping other people become successful. How cool is that?"

Arbonne introduced the National Vice President (NVP) level in 1989, and Donna was the first to receive that title. Today she is an Executive National Vice President

and knows helping others discover the possibilities with Arbonne earned her that elite title. She remembers when she realized that she was earning more than she needed but made the conscious decision to keep moving forward with her business. "I thought, 'If I want to help my team get this, then I have to do more,'" she says. That sentiment continues to be her driving force. "I let go of the focus on making money and got passionate about helping other people."

Counting her Blessings

With no college degree and a blue-collar upbringing, Donna knows she's been blessed by the Arbonne opportunity. When she started

At a Glance

Name: Donna Johnson

Home: Arizona & Wisconsin

Family: Husband, Gary; children, Ben, 30; Nathaniel, 28; Nicole, 25; Joseph, 24; Emily, 24; Olivia and Alexandra, 13, twins

Former Occupation: Swimming coach, direct selling consultant

Arbonne Status: Independent Consultant, Executive National Vice President

Most Rewarding Achievement with Arbonne: Becoming the first National Vice President, and still being passionate about and actively working the business after 20 years.

Vital Business Tip: If you love what you do, people are going to be attracted to that passion and belief.

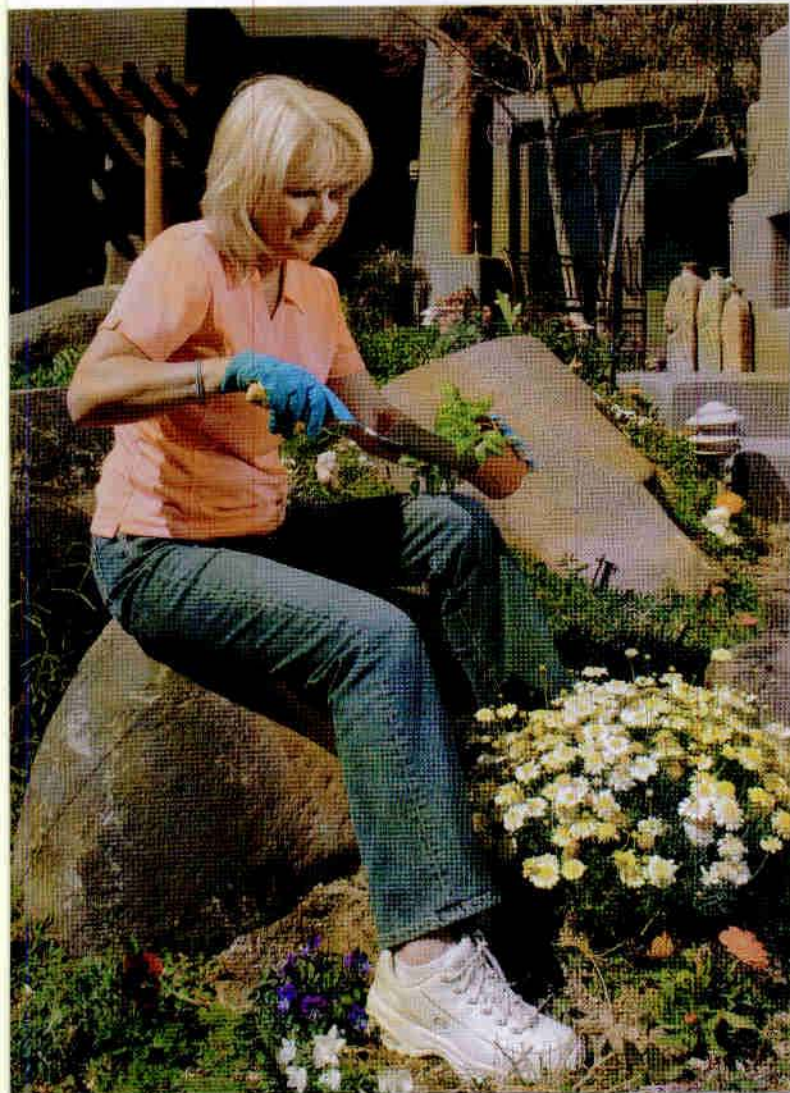
Hobbies: Swimming, snorkeling, traveling with family and Arbonne friends

with the company, her life was far different from the one she's built during the past 20 years. She had three young children and was going through a divorce. She had experienced success with another direct selling company, but was unhappy with the organization and looking for a better opportunity. When she was introduced to Arbonne, she loved the product and felt the company and its compensation plan were the perfect match for her. "I had a good feeling about the product," she says. "I loved the idea of driving a white Mercedes-Benz, so I decided to do it. I'm glad I did."

Donna's success with Arbonne has afforded her many things, but she counts as especially meaningful the ability to pay for her stepdaughter's treatment for an eating disorder—something her insurance didn't cover. Because of that experience Donna started a nonprofit organization to help pay for children's medical and behavioral treatments that often aren't covered by insurance.

Sharing the Dream

Donna has seen many positive changes take place in Arbonne during the past 20 years. As technology has advanced, she says,



the products and the training tools have evolved. The incentives and compensation plan have also been enhanced to benefit the company's independent consultants. What hasn't changed is Arbonne's commitment to offering high-quality products and an empowering opportunity. "The core characteristics of passion and commitment and the way Arbonne helps people have always made Arbonne special," she says.

Donna's enthusiasm for sharing the many gifts of Arbonne with others—the exceptional products, personal growth and the potential for financial freedom—is as strong as ever. "I know what a strain it can be to have too much month at the end of the money," Donna says. "I am so excited about the life-changing experiences happening with our team." She's also passionate about helping people experience true success. To Donna, creating true success means living with purpose, and having balance and financial peace—whether that means having fun money or earning enough to replace a full-time income. "Financial peace means different things to different people," she says. "So instead of telling people they have

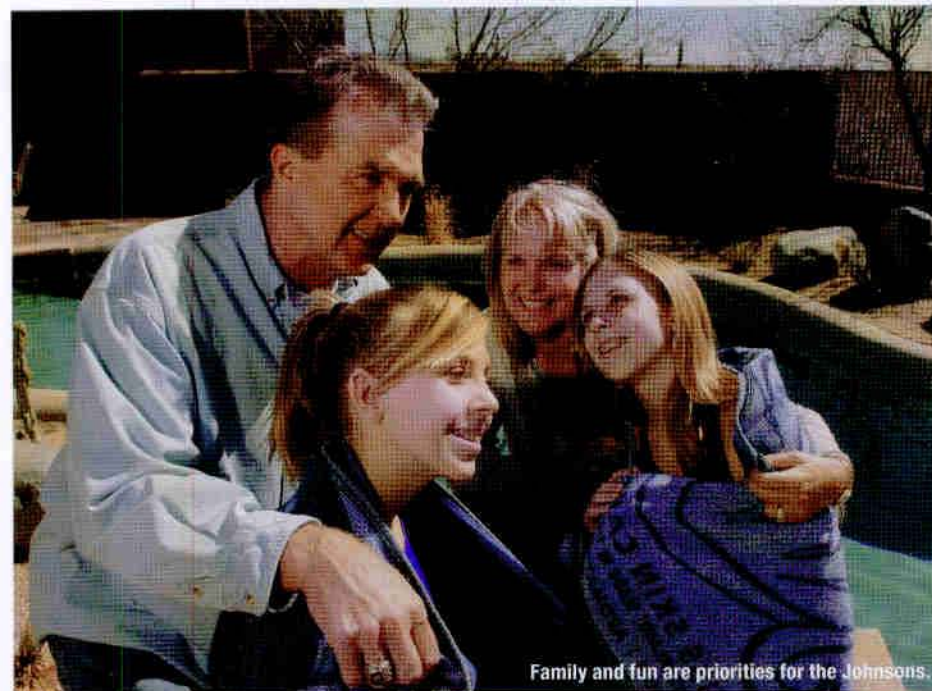


the potential to make a lot of money with Arbonne, I focus on helping them create that peace."

To help others realize the benefits of living with purpose, Donna has her team

members ask themselves questions like, "Whose life did I touch today?" and "Whom did I make a difference with?" And having balance comes, in part she says, by taking advantage of the resources and training Arbonne offers. "The only way you can fail with Arbonne is to quit," she says. "The personal development, friendships, products and the exposure to such an enlightened company are priceless."

When Donna looks back on her time with Arbonne, she reflects on her initial goals of both providing for and staying home with her family. Throughout her career she's passed on a legacy of opportunity to men and women across the nation—including her own daughter. She's proud that her 25-year-old daughter, an Arbonne NVP, has the freedom that comes with having a successful Arbonne business. "I have a grandson, and she's able to stay home with him because of this business," Donna says. "It's been fun working with her. I consider sharing this business with others a gift. I would be wrong not to share it with people. Every morning I'm so grateful for Arbonne. I think I have a better job than anyone!" **SH**



Family and fun are priorities for the Johnsons.