

A close-up portrait of a woman with blonde hair, smiling and looking towards the camera. She is wearing a black top and a white garment. Her left hand is resting near her face, and she is wearing a silver bracelet and a necklace with a pearl pendant. The background is dark.

eoa

---

EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NATIONAL VICE PRESIDENT

---

TARRAH BRANDSMA

# BELIEVE IN YOUR DREAMS

Arbonne Independent Consultant, National Vice-President  
Tarrah Brandsma Nation; Parker, CO

If you would have told me just three years ago what my life looked like it does today, I would not have believed you. I was completely unaware that the flexibility and the choices my family is blessed with today were even possible. Realize what you have here and take a deeper look!

In October 2005, I was enjoying my career as a CPA and actually thought I had some flexibility. Was I naïve to think that? I admittedly thought security was getting a good education and then landing a "good job" where you received a consistent paycheck in exchange for the hours worked. Therefore, I was getting to work by seven or eight in the morning and leaving at six or seven at night, and my husband was doing the exact same thing, also as a CPA. I was two-months pregnant with my first daughter and knew neither of us would be able to be home with her during the day because our incomes were exactly equal. But when my cousin and ERVP Erica Stephens invited me to check out her new home-based business, I just rolled my eyes and thought, "what is Erica thinking?" I went to the Group Presentation she was hosting just to buy a cleanser hoping that was the product you would use to clean your face. Prior to Arbonne, I did not even wash my face with soap, so I was truly a skin care novice. But what I heard from ENVP Tiffany Bufton about the Arbonne Opportunity started to get my wheels turning. She had told us two things: First, that within a year, she had earned the company car, a white Mercedes-Benz. I figured she must be one of "those" people who is really good at sales and knows everyone. The second thing she said was that within three years of starting her Arbonne business, she had retired her husband at the age of 38 from his very well-paying corporate career. I was intrigued! I thought, "Really? Is that even possible in today's world?" Most families are fortunate if they can even have one parent at home with their children, but two?

That night I went home and told my husband that I thought I wanted to do this? His response was, "Do what?" I told him that I thought I wanted to sell Arbonne and he responded "Tarrah, you don't even wash your face and you want to sell skin care products?" After some convincing, I asked him to prayerfully consider looking into this opportunity as I truly believed it may someday afford us the ability to have me home with our future children. The more we looked at the extremely generous and fair compensation plan, the more we realized we had the once-in-a-lifetime opportunity in front of us that could transform our lives away from the corporate rat race. I could have used every excuse in the book not to do this business: "I'm too busy. I'm a professional. I don't need it. What will people think? What if I failed? I don't want to take a big risk to get started?" These were all true in my world; I just chose to take that blind leap of faith to pursue the dreams that started to resurface.

As with any business venture, the road is not always easy. I heard early in my business that I would have to make short term sacrifices for the long term reward. I went Region ten months into my business when my daughter was



Tarrah and her girls

Tarrah and Teagan





Tatelyn.



Tarah's upline.

just a few months old, and I knew in my heart that I was going to need to make some sacrifices when it came to her. Within 18 months of starting my Arbonne business, I was able to leave my full-time career as a CPA to be home with my first daughter, Teagan, because I had doubled my full-time income as a CPA. And, that little 6-week old is now 2 and a half, and she sees the bigger picture. She recently told her Sunday School teacher, "My dad *has* to go to work, but my mommy *gets* to go to parties." She's a smart cookie!

I went into qualification for Nation in September 2008 and I finished my qualification the following month, when our country experienced two of the worst economic months it had seen in a very long time. I chose not to participate in the economy and so did my team. I heard early on in my business that there are three industries that are recession proof: Alcohol, tobacco and cosmetics. My business is proof that what Arbonne has can stand the test of time.

I shudder at the thought that we could have made a completely different decision three years ago. Exactly three years after making the decision to jump in, I have everything that Tiffany had mentioned that evening. In a few short years, I realized the dream world of "having it all," could actually be a reality, if I was willing to work hard and not quit. I now have a fulfilling and successful career that I have been able to weave around my life as a mother and wife at home. My family does not have to participate in what the economy is doing because we have had a solid Plan B, turned Plan A, which I worked consistently for three years. Lastly, my husband has the freedom to escape corporate America and pursue a path that God has intended for him. What I thought was not even possible in today's world, was happening not only to me, but so many women around me.

Your success in this business is not dependent on falling home prices, gas prices, the mortgage industry, the amount of money you have in the bank, or your education. Success in this business depends solely on you

and your ability to follow your dreams and help others do the same. This is a business where we learn to put other's needs, goals and dreams before our own. We do not have to compete with each other in an effort to land a coveted promotion. With Arbonne, there is room at the top for everyone! When your focus becomes helping others achieve a life they always wanted, then so will you. God created all of us to do much, and when you can help others do much, this world can be changed.

You cannot go Nation on your own. It is truly a team effort and my gratitude is overflowing...

First and foremost, I want to thank God for accompanying me on this journey and reminding me to press on towards the ultimate goal.

To my incredible husband, Bill: Without you this wouldn't have been possible. Thank you for believing in me, encouraging me and for truly partnering with me in every aspect of our lives. You truly are my partner in life and you amaze me day in and day out. Thank you for being the greatest daddy to those two little girls and for being that rock solid husband for me! God truly created goodness when He created you!

To my precious daughters, Teagan and Tatelyn: You were my *Why* before you even entered this world. I cherish every day I spend with the two of you because you bring incredible joy to my life. You both were made for greatness and my desire is for you both to truly follow your dreams.

To my parents, Jim and Lynda: Thank you for investing in my life by investing your time in the lives of your two little monkeys. Those girls love you two more than you could ever imagine!

*continued...*

## success strategy:

“ Press on towards your goal and keep your eyes on the prize. ”





NTC 2008 Atlanta.



Tarrah with President Rita Davenport.

To my incredible upline:

ENVP Tiffany Bufton: You have an amazing ability to inspire and paint the big vision. Thank you for showing us the way with your steady and unwavering leadership.

ENVP Lori Lucero: What a fantastic journey! I am so grateful for your leadership and your ability to consistently invest time with your Success Line. Thank you!

ERVVP Erica Stephens: Thank you for sharing this opportunity with me. Because of you, my life is truly incredible. I'm so grateful we embarked on this journey together!

ENVP Cecilia Stoll and ENVP Linda Parker. You have touched so many lives in so many ways and I am so thankful to be one of them. Thank you for your unshakeable values and for your steady leadership.

To my direct leaders:

RVP Mary Wright: What a journey we have gone on! I am so thankful for your friendship and your leadership. You are going to be at the top before you know it and I can't wait to share this view with you! To AM Katie Edmiston and AM Lisa Bowers. You two are ready to go Region. Continue to create that momentum and ride it right into the seats of that Mercedes-Benz.

EAM Wendy Johnson: I am so thankful for your "stickwithedness" and your ability to do the do. There is absolutely no doubt in my mind that you will be an ENVP with Arbonne.

EAM Sara Murray.: What a great story we have to tell. I just knew I had to be persistent with you for you to join my team and am I ever so grateful I followed up! You are an incredible leader and I already

envision a sea of white Mercedes-Benzes on the Western Slope. To AM Natalie Stampfl: You truly embody what it means to be a servant leader. Your ability to truly invest in others is what Arbonne is all about.

AM Jenny Kronbach: What an amazing blessing you have been in my life. I'm so thankful the relationship we have created because of Arbonne. Your unwavering positive attitude is truly something to be cherished and will take you a long way in this business.

AM Amanda Thayer: Thank you for your friendship and your ability to truly invest in other people, whether it's through words of encouragement or gifts. You will undoubtedly see much success in this business because of who you are!

AM Jen Rolf: You truly represent what it means to stick with it and I'm so thankful that you held on to the big vision because you are truly experiencing it now. I look forward to even more success in the coming years!

To all my District Managers and Consultants: You are greatly appreciated! Without all of you this wouldn't have been possible. I believe in you, pray for you and am honored to have you on my team!

To DM Trisha Dreiling, last but surely not least: I am so grateful God has partnered us together in this journey too. Not only am I so thankful God placed you in my brother's life, I'm so excited He's placed you in mine as well! Although I had to wait two years for you to join me in this Arbonne adventure, I'm glad you finally took the plunge. Love ya!

To President Rita Davenport: I never in my corporate career was led by someone like you. You are truly the most precious woman out there. Thank you for everything you do for us!

To the Executive Team and VP Support: You are simply the best! I am so proud to have all of you at the helm of this company! Thank you for all that you do, day in and day out.

Tarrah's Western Slope team.



Tarrah and Mary.