

YOUR "I HELP" STATEMENT

60 SECOND ANSWER TO THE QUESTION, "WHAT DO YOU DO?"

1. Who do you help? Describe your ideal customer in detail. Usually they are a lot like you!

2. What is the "Big Positive Impact" you and Arbonne can have on their life?

3. What's in it for them?

4. What do you love about Arbonne?

5. Write an "I Help" statement based on your answers to the questions above:

Examples:

- "I help people achieve healthier, more radiant skin and a confident outlook through Arbonne's natural skincare solutions."*
- "I empower entrepreneurs to build their own successful businesses and achieve their financial goals with Arbonne's unique business model."*

Time yourself, record and listen back. Practice builds confidence!