

Getting Started: Phase 2

You're launching! Now what?

01 Set Up Your Business

- Check the URL of your new website** to make sure it's a name that you prefer and that people can remember.
- In the Arbonne App**, complete Strong Start courses "Ways to Join," "Product Knowledge," "Sharing and Selling Arbonne Products," and "Sharing the Arbonne Opportunity."
- Set Up Recommended Carts.** We recommend these to start. Explore Sample Uses [HERE](#).
- Business Cards (VistaPrint), QR Code (Canva), linktr.ee etc.** Choose one for quick connections.

02 Create Goals, Vision, Pace + Brand

- Develop your "I" (aka "WHY") story** and personal testimonials (loves/experiences) to share at events and on 3-way calls. Here's a sample story.
- Get clear on your goal:** Possible Paths [HERE](#) and watch this video for additional guidance and tips. **Walker:** Find your level of consistent activity
Jogger: IC Bonus/DM goal
Runner: IC Bonus/DM/DM Bonus/AM goal
Sprinter: Runner, plus help someone else go to AM goal

03 Who Can You Help and How?

- Continue adding names to your contact list.** Who comes to mind when you think about people you'd like to work with? Who do you know that enjoys helping others, is positive, has a network, is a leader, brings energy? Take some time to look through your phone and on social media for people who have these qualities and add them to your list. Watch this video for additional guidance and tips.
- Begin your Activity**
 - **Hold your LAUNCHES** using the Is Arbonne for You? as your guide. Scroll to bottom to see tips for different types of events (in person, online, texting, etc.).
 - **Conduct your 3-WAY CALLS**

04 Personalize Your Second Phase of Activity

- Maximize Social Media to build your credibility and generate leads.** Check out the Collab social tab and watch video for additional guidance and tips.
- Fill Your Calendar: Discuss the various types of activities used to share Arbonne.** Personalize your activity based on the proven successful activities that we have. Decide which activities you'd like to implement immediately. Engage with people from your contact list and those at your launches and on 3rd party calls to fill your calendar with the types of activities you have chosen.



MIND YOUR MIND

Beginning new things often comes with a rush of adrenaline and a steep learning curve. Just like starting a new job or adding to your family, it comes with a list of new activities and systems to learn. You may start to feel overwhelmed or that you have spent "too much time" on your business and away from other things. If you start to feel this, it's important to know that the learning slows down and that it's time to take a moment to decide how you can work your business in manageable pockets of time to find a sustainable routine where your business fits into your life.

Keep returning to your WHY and passion—the compelling reasons that made you say "yes" in the first place. Your original motivations are the fuel that will keep you resilient and focused. Your WHY may change as your business evolves, but one thing remains constant: When your WHY is big enough, the HOW presents itself. By staying connected to your core reasons, you'll navigate challenges with a clear vision and sustain the enthusiasm that inspires you and your team.

The most powerful impact occurs when you lead with a story, preferably your own.

Prejudging often starts occurring at this phase. We tend to say "no" for people who often surprise us with their interests and ambitions. Pre-judging denies them the chance to explore an opportunity that could change their lives. Our job is to share the story. It's their job to decide if it's a fit for them.

Moving beyond our "warm market" is an essential skill for our business' success and longevity. When choosing activities to share the Arbonne story, consider choosing at least one that will help you grow your contact list.

When you're sharing the Arbonne Story, keep these as your main focuses: Listen and serve people where they are. Focus on the activity, not the outcome. Look for new business partners. Book one activity from each one you hold. Continue meeting new people.