

ALL THE WORLD'S A STAGE

When I was introduced to Arbonne in the November of 2007 by my dear friend ERVP Caroline McFarlan, I was initially puzzled, then, I have to admit, slightly insulted!

Caroline suggested I, 1: Buy the products, and 2: Consider doing the business! She was clearly insane.

I had always bought the best department store products—the most expensive Swiss range available. Not only that, but, previous to my training as an actor at the L.A.M.D.A, I had a successful career with BT plc, Yell plc and McAfee—three of the biggest blue chip companies in the world, in their respective fields. So, to some, I had a “professional sales reputation” and was not about to taint that...so I said, “No”!

It was ridiculous anyway—a man selling skin care products...Little did I know, I was about to eat my words.

So I carry on with my life, and over the next few months Caroline drip, drip, drips on me—invites me to this and invites me to that—till finally I say, to get her off my back, “OK, I’ll do it!”

I was hoping by saying that, she would back off. I was wrong.

Mid-January 2008: NVP Sue Cassidy rang me: “I’m so glad you’re doing this business. I’ve booked my flights and I’m coming over to visit on the 20th.” And that was it—I had to buy the stuff, so I bought everything I felt I needed and waited for Sue.

Sue Cassidy is an extraordinary woman. She’s a talented singer, songwriter, author, wife to the legendary entertainer David Cassidy and very passionate about Arbonne. When Sue sat in my sitting room telling me David’s story, followed by the Arbonne opportunity and why she was doing it, my



gordon fraser

Independent Consultant, Regional Vice President
Gordon Fraser Region; London, UK

jaw nearly hit the floor—my partner, Iain, looked at me and said, “If you aren’t doing this, I certainly am!”

And that’s how I entered into Arbonne.

After a few days of using the products, I realised they were very special. They easily held their own with the top-end department store brands, but it was the business side that was intriguing me. What I researched excited me.

I discovered that Arbonne was only in four countries and was in the early stages of strategic global expansion. The penny finally dropped. I realised
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Gordon and RVP Iain Pritchard.



NVP Sue Cassidy, Gordon and ERVP Caroline McFarlan.



Gordon as “Ferdinand” in The Tempest.



success strategy:

“ Sponsor and surround yourself with the best people. ”

I had to “beg, steal or borrow” to get my foot on the ladder—it was at that point I knew this company was going to change my life and I had *allowed* my ego to cloud my judgment on that. I kicked myself. I understood that this was the vehicle to give me what I wanted out of life—my own creative freedom in the theatre and my own productions. It was then I stepped up to the plate. I jumped feet first into what has got to be the biggest ground floor opportunity of my life.

As a business opportunity, there is no way I could leverage a similar amount of time in the franchise, property or securities markets and expect a similar residual income.

After realising this and that it was a business just like any other, I went to work. I was driven by my competitive spirit and a hard work ethic. My goal was to get to the top of the company as quickly as I could. In order to do that, I needed the right team, so I sponsored and surrounded myself with the best people in my life; my board of directors—the people I wanted to share the opportunity with and the people with whom I wanted to go to the top. I encouraged them to do the same as me, so we all work with a common goal and unshakeable belief that we will all get to the top of Arbonne and bask in each others’ reflected glory!

The other thing that was key, was the right sponsor and the right support—that came in the guise of the most loyal of friends, Caroline McFarlan. She picked me up when I was down and supported me through all the ups and downs as we pioneered the UK market—feeling every bump along the way—and with our friends in the U.S., Sue, Aldis and Sheila, we were all only a phone call away.

For me, it was imperative to have a good sponsor. I am blessed. When I looked at Caroline and asked myself, “Will this woman help me get to the top of the business?” the answer was, of course, “Yes! Every time!” We are part of an extraordinary team upwards and downwards...and I am so glad to be part of it and would like to extend my appreciation.

To my partner, RVP Iain Pritchard: Thank you for your continued love and support. Thank you for cajoling me into this business and for keeping me in it when I wanted to quit. From now on, we’re going to have everything we’ve ever wanted out of life.

To all my parents, Alison, John and DMs Sue and Jim Pritchard: Thank you for everything you’ve done for us; we wouldn’t be here without your constant love and support. I love you very much.

To Caroline and Bill: Thank you for your faith and trust in me...I’ve so much to thank you for, more than you’ll ever know. I missed an opportunity you gave me years ago—not this time. Forever tripping over pink elephants but loving every minute.



The Gordon Fraser Region.

To NVP Sue Cassidy: Thank you for your commitment to us—we all appreciate you so very much and look forward to your many visits. Sue, before you know it, you’ll have towel sets coming out your ears...so sorry for all the jet lag!

To ENVP Aldis Higgins and ENVP Sheila Greene: You taught us the business and we will duplicate you till we drop! Thank you for your business acumen and your exemplary examples. You are two hot ladies.

To my astonishing Area Managers, Gayle Longhurst, Beverley Higgins, Ella Harper, Sarah Mills, Sue Alexander and Joy Robinson: I’m surrounded by the sharpest people I could ever have hoped for...brains and beauty—you’re all next!

Thank you so much for joining the party! Thank you to my entire team of District Managers, Sarah Mills, Julie Hamblin, Kathryn Goldfinch, Lottie O’Donnell, Jane Lee, Jeannie Rennie, Ann Wonfor, Lisa Smith, Karyl and Chris Iles, Chessy Boeris, Chevaun Greenhill, Beca Haines, Tina Siskey, Caroline Ley, Sue Alexander, Trudi Lucas, Ann Noone, Roz Daley and Tanis Unwin-Wade: You are fantastic and well on your way—next stop, stratosphere!

To my impressive group of Consultants: I feel honoured that you have chosen to join our team and look forward to celebrating your future successes.

Thank you to my sideline pals, Claire Shenkin, Emma McFarlan, Geraldine McGrogan, Lilia Sinclair, Arlene Hepburn, Jan Ferguson, Pauline Duffy, Sue Lewis, Phil and Ann Pickett, Deborah Hacking, Vinci Draper, Jayne Hodges, Susan Rose and especially EAM Angela MacVicar—you’re the tops!

Thank you to Arbonne’s home offices: Thank you for your guidance, your support and for treating us to an amazing NTC UK—the first of many! I need to mention your help. It is always much appreciated—especially at the end of the month! Special thanks to everyone at Customer Service, especially Claudia, Ian and Samantha—you’re the real stars.

Special thanks to President Rita Davenport: You are a rock—thank you for your continued support and for helping me and my team when we need it most. You are a true leader with the biggest heart—love ya, Rita!

The UK Sue Cassidy Nation.



Gordon, ERVP Caroline McFarlan and NVP Sue Cassidy sweeping the awards at NTC UK.