World-renowned dermatologists and creators of the acne treatment Proactiv® Solution, Dr. Katie Rodan and Dr. Kathy Fields, are about to change the face of skincare … again. The Rodan + Fields® business model features products and programs that can change your life, your skin, and the lives and skin of those around you.

When it comes to growing your Rodan + Fields business, enrolling new Consultants and coaching them to get started with a strong foundation is an attribute that strong Leaders demonstrate. The Rodan + Fields iStart Program is built to reward new Consultants who achieve Level II Executive Consultant within their first 60 days in the business. The following Consultants enrolled at least four iStart Achievers between January 2012 and April 2013, and we are proud to share their stories with you. Read on for the compelling stories of:

- Leigh and Brent Barnes
- Mary Ann Benedetti
- Amber Dawes
- Elizabeth and Taylor Guess
- Britney Harper
- Jennifer McKay

Thank you to everyone who shared their stories with us for this edition of Spotlight on Success. Stay tuned for our next edition for a look at other top leaders at Rodan + Fields. And remember, you could be next.

*Personal testimonials reflect individual experiences of Rodan + Fields® Consultants. Rodan + Fields makes no guarantee that Consultants participating in the Rodan + Fields Compensation Plan will generate any income. Earnings depend on a number of factors, including the area in which you live and your individual effort. The results depicted in these testimonials substantially exceed the average results realized by all Rodan + Fields Consultants. The average annualized income for all Paid Consultants in 2011 was $4,115. Statistics on earnings by Consultants at various Title levels in the Rodan + Fields Compensation Plan can be found in the Income Disclosure Statement.*
For Leigh and Brent Barnes, Excitement = Success.

Setting goals is critical to generating successful business results for RFx Executive Consultants Leigh and Brent Barnes. In fact, combining goal-setting with the iStart Program has been a powerful way for this wife and husband team to grow their business. They joined Rodan + Fields® in February 2009 when Leigh experienced amazing product results. As an adult Leigh developed cystic acne on her face. She tried prescription and over-the-counter products to clear her complexion, but had no results. A client of Brent’s introduced them to Rodan + Fields, and at Brent’s urging, Leigh tried UNBLEMISH—and it quickly changed her skin and their lives.

Armed with this powerful product testimonial, the couple began building a team. Leigh and Brent encourage new Consultants to immediately set a goal of earning an iPad and advancing to Level II Executive Consultant status through the iStart Program. They also teach their Consultants to follow their example of creating an Executive Consultant a day. “Once they attain a goal, we set new goals,” says Leigh. “I am teaching them to build their business fast and efficiently.” For Leigh and Brent, the idea is that Excitement = Success. This formula has enabled Leigh and Brent to build four new iStart Achievers between April 2012 and April 2013. And their team’s success has allowed Brent to sell his CPA practice and his investment business and retire, and they can now spend more time with their two daughters. Their Rodan + Fields lifestyle also enables them to travel whenever and wherever they want, sharing Rodan + Fields on the go.

“Once our team attains their goals, we set new goals.”
Mary Ann Benedetti
Level V Executive Consultant from Danville, California

For Mary Ann, the iStart Program is a game-changer.

For Elite V Achiever and Level V Executive Consultant Mary Ann Benedetti, locking onto her Why and keeping it clearly in sight has driven her actions since joining the Company in October 2010. That Why is retiring her husband, Steve, from a very physically demanding job. When Mary Ann joined Rodan + Fields®, she had a very successful career working for an internationally known weight management company, and also worked part-time as a motivational speaker and trainer. She loved her work, but she wanted to create additional income to ease Steve’s daily burden.

Mary Ann views the iStart Program as the perfect business-building tool. She uses three-way calls to help Consultants with the “Learn as You Earn” process, and she also advocates helping Consultants enroll new partners, whom she calls Power Partners, even before they hold their first Big Business Launch. “The iStart Program is a game-changer,” says Mary Ann. “Once that iPad is achieved, we leverage the iStart Program as a conversation starter, every time they use their new iPad in public.” And that means every team member is encouraged to leverage it, every time they use it in public. Mary Ann has used this strategy to build four new iStart Achievers between March 2012 and September 2012.

Mary Ann now devotes full-time effort to her Rodan + Fields business and hopes to retire Steve soon. For her though, the best part of her business is working with her incredible team members and seeing how the business is helping each of them change their lives just as it has for her and Steve.

“Every team member is encouraged to leverage their iPad and the iStart Program as a conversation starter.”
November 2011 is a time in Level V Amber Dawes’ life she will never forget. That’s when she became a Rodan + Fields® Consultant, and her life has never been the same since. She enrolled because she loved the products, and she and her husband were looking for an extra source of income to reduce some debt and save for their three children’s college expenses. Amber’s husband is a full-time minister and she is a first grade teacher, and their salaries with those two jobs didn’t allow for many “extras.”

Thanks to Rodan + Fields, Amber has filled that “extras” void. “Within the first six months in the business I was matching my monthly teaching salary, and within nine months I had paid off a student loan and one of our cars,” she says. She reached Level V in 11 months, is now nearly tripling her monthly teaching salary, and has just earned a new Lexus—all while still teaching.

“The iStart Program is a fabulous way to really motivate new Consultants and get them off to a fast start,” says Amber. Amber believes the iStart Program also encourages teamwork—an aspect of the business she loves, and she enrolled four iStart Achievers between April 2012 and April 2013. She also feels the iStart Program helps Consultants build their confidence and excitement. “Getting them to Level II quickly motivates them to continue to promote levels and get to Level V and beyond,” she says. She continues to add business partners so she can continue to advance in title, and eventually she wants to quit her teaching job so she can be home with her children and work her Rodan + Fields business full-time.
Elizabeth’s motto is to keep it simple.

When RFx Executive Consultant Elizabeth Guess was introduced to Rodan + Fields® in the spring of 2011, she knew the Company would attract many people. Her decision was whether to sit on the sidelines and watch the excitement, or jump in and be part of it. She had put her career as an English and writing teacher on hold to stay home with her children, and she quickly saw that if she disciplined herself to devote a certain number of hours per week to Rodan + Fields, working around her children’s schedules, she could be a stay-at-home mom and a businesswoman. “I really could give my whole self to my kids, which is my calling during this time in my life,” she says, “and build something substantial with Rodan + Fields on the side.”

The iStart Program is a powerful catalyst for Elizabeth and her husband, Taylor, who has joined her in the business. “When I have ‘newbies’ join me, they know I believe in them, and that support pushes them to be their best,” she explains. “I tell them that earning the iPad and the FastStart rewards are their first goals, and they go for it.” Elizabeth and Taylor’s team members “keep it simple” when explaining how the program works. Then, by following the steps mapped out in the Pulse Business Development Library, they help new Consultants take the action necessary to earn the iPad and promote to Level II. It is this approach that has allowed Elizabeth and Taylor to build eight iStart Achievers between February 2012 and April 2013.

For Elizabeth and Taylor, empowering others to find financial freedom without sacrificing their family priorities or passions is what is valued the most in their Rodan + Fields business. Their success has also enabled them to help Rwandan children and women in life-threatening situations. “I was very humbled to be a finalist for the [Convention 2013] PFC Foundation Award,” Elizabeth says. “I want to raise my family to value service … serving others is where you will find your heart break in a wonderful way.”
Britney Harper
Level V Executive Consultant from Magee, Mississippi

The iStart Program gives Britney goals to work toward.

Rodan + Fields® was literally an answer to a prayer for Level V Executive Consultant Britney Harper. She was a stay-at-home mom to six children and also ran an in-home baking business and online shop, shipping custom cookies and cakes nationwide. Her husband was also self-employed, and they had been looking for a rewarding opportunity. They found it when Britney became a Rodan + Fields Consultant in July 2012. Thanks to her business, she has been able to completely change their lives and match her husband’s income 100 percent.

Britney has discovered that the iStart Program enables her to fulfill her passion to help her team see the true vision of Rodan + Fields. “Achieving their iPad is the first milestone,” she says. “To help them achieve that, we host weekly meetings and conference calls focused on iStart, and they plug in.” The iStart Program gives Britney and her team a tangible target to shoot for every time they sign up a new Consultant, and this in turn helps them create a strategy for Consultants as they begin their businesses. In just two short months, between October 2012 and November 2012, Britney grew her team by four new iStart Achievers. Britney helps new recruits quickly find two new business partners, then helps the two new partners find a Consultant. “Without an incentive, this very likely may not be achieved, but because of the iStart Program, it gives us a goal to work toward and everyone loves working and accomplishing a goal,” Britney adds.

Britney considers the iStart Program a key component to her success so far. Not only is she helping many in her frontline earn an iPad, she won one for herself, and last summer also earned 10 Doctor Up keys and reached Level V in just three months. Her goals today are to continue to help her team experience the financial blessing she enjoys through Rodan + Fields, and of course … to qualify for a new Lexus and to reach RFx.

“Achieving the iStart Program is the first milestone for new Consultants.”
Jennifer McKay
Level V Executive Consultant from Lafayette, Louisiana

Jennifer thrives on harnessing the power of her Consultants’ excitement.

Level V Executive Consultant and Lexus Achiever Jennifer McKay had no idea her decision to become a Rodan + Fields® Consultant in October 2010 would change her life—and the lives of her family—as powerfully as it did. She had enjoyed a 20+ year career in marketing that stretched from Los Angeles to New Orleans, but put it on hold when she and her family moved to Lafayette, LA, after Hurricane Katrina. She was enjoying her life as a stay-at-home mom, but when her husband’s gas and oil business was hit hard by the economic downturn, she knew she needed to pick up the reins of income-earning again. Thanks to her Rodan + Fields business, the McKays are creating long-term financial freedom beyond their wildest dreams.

The iStart Program is instrumental to Jennifer in harnessing her new Consultants’ excitement. “They haven’t heard yes, they haven’t heard no, they just know they’ve embarked on a venture full of promise,” says Jennifer. She advises each of her new Consultants to take their business to the smartest people they know, either through their Big Business Launch or on three-way conference calls with her. “The iStart Program is not only important because of the quick financial gain and ‘shiny prize,’ it also infuses my Consultants’ EC legs with an immediate sense of ‘team,’” adds Jen. “The power of a couple of people joining you in business is exponentially huge.” Her passion for the iStart Program has helped Jennifer grow her team by six new iStart Achievers between January 2012 and April 2013.

Jennifer considers qualifying for a new Lexus to be one of her greatest accomplishments so far, but she says her biggest success is showing her children the possibilities that can be realized with belief and perseverance—and then being able to help change the lives of others by identifying a cause that resonates with them as a family.