

FIRST STEPS TO MANAGER



At Forever, I believe we offer the best compensation plan in the world; it rewards you for your hard work and commitment to building and running your own business. As an entrepreneur it is really important that you are clear on what you want to achieve in your own Forever business. Be ambitious in your goal setting. There are those that dream, there are those that face reality and there are those that choose to turn their dreams into reality.

Planning is a key ingredient of success. Take the time to work with your sponsor to set goals and make a plan to achieve them. Start now. There has never been a better time. Follow the steps described in the following pages. You will be successful! I truly wish you all the best and look forward to meeting you on your Forever journey.



Rex Maughan
Founder, Chairman of the Board
Forever Living Products

Forever Mission Statement:

We will create a profitable environment where individuals can, with dignity, be what they want to be. Where integrity, empathy and fun are our guides. We will create and cherish a passion for, and belief in, our company, our products and our industry. We will seek knowledge and balance and above all, we will be courageous as we lead our company and its Forever Business Owners.

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WHY FOREVER?

Consider what you want to achieve in the short term, say in six to eighteen months.

Then consider the next two to five years. For example, if you generated £2,000 how would you spend it? If you have more time, what would you do?

Name	Sponsor's name
<input type="text"/>	<input type="text"/>
Forever ID	Sponsor's contact information
<input type="text"/>	<input type="text"/>

Personal Goals

Short-term	Long-term
<i>£500 a month</i>	
<i>Taking the children to kids clubs and doing activities with them</i>	
<i>Give up one day a week at work</i>	

Family Goals

Short-term	Long-term
<i>Redo garden for children</i>	
<i>Riding lessons for Kate</i>	

Business Goals

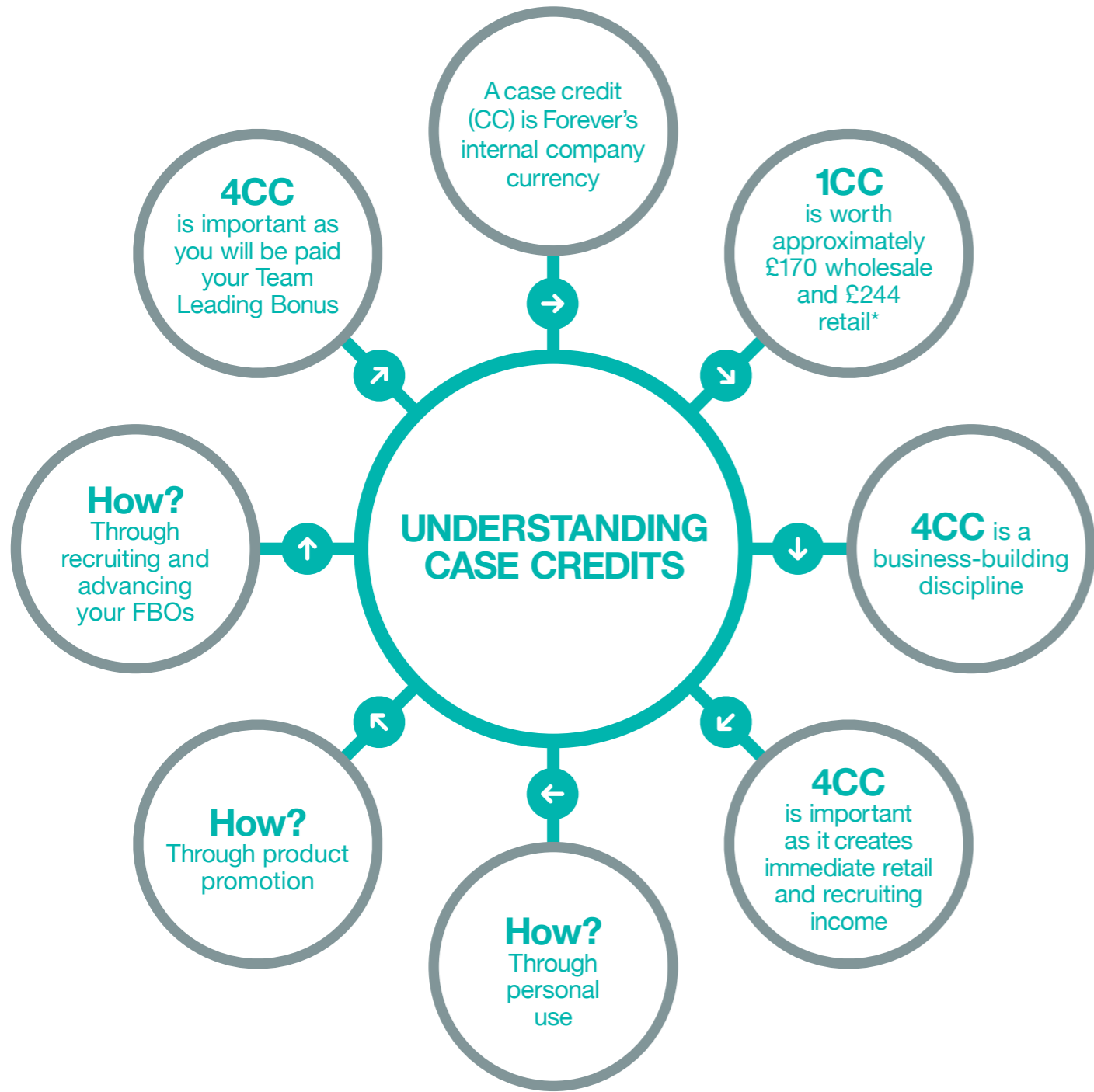
Short-term	Long-term
<i>Manager</i>	
<i>Eagle</i>	

Give serious consideration to what you're prepared to work for!



Consider this: If you touch your business every day, your goals and dreams will become a reality.

UNDERSTANDING CASE CREDITS



*Figures include VAT

START YOUR JOURNEY

1.177CC

0.081CC

0.125CC

0.061CC

0.015CC

0.091CC

START YOUR JOURNEY PACK

Advance your business → **How? Product promotion** → **How? 1CC Experience Pack** → **How? 3CC Advance your Business Pack**

What are you prepared to work for?



Consider this: If you achieve 4CC (and more) personally each month and teach your team to do the same, you will soon become a Manager.

YOUR OPPORTUNITY

How do you get to Supervisor?

New Forever Business Owner



15% profit on personal retail sales

Purchase a Start Your Journey Pack and become an Assistant Supervisor instantly.

Assistant Supervisor (2CC over two months or by buying a Start Your Journey Pack)



You get paid:

- + 30% profit on personal retail sales
- + 5% Personal Bonus on all personal use and retail sales

£200-£400 p.c.m.

35% Discount

Bonus per Assistant Supervisor = **£39**

Wholesale* = £14.67
Retail Price = £22.27
Profit = £7.60

For every 1CC you retail you could make **£84 Profit**

Example 1
Retail 2CC = £168
Recruit 2 x A/S = £78
Total Profit and Bonus = £246

Example 2
Retail 4CC = £336
Recruit 2 x A/S = £78
Total Profit and Bonus = £414

Supervisor (25CC over two months) you do 4CC and, for example, show three others how to do the same



You get paid:

- + 30% profit on all personal retail sales
- + 8% Personal Bonus on all personal use and retail sales
- + 3% Team Leading Bonus

Typically three – five in a team
£300-£500+ p.c.m.

Bonus per Assistant Supervisor = **£45**

38% Discount

3%

Team Leading Bonus

Wholesale* = £14.12
Retail Price = £22.27
Profit = £8.15

For every 1CC you retail you could make **£90 Profit**

For every A/S who does 4CC you could make **£25 Profit**

Example 1
Retail 2CC = £180
Recruit 2 x A/S = £90
2 A/S who do 4cc = £50
Total Profit and Bonus = £320

Example 2
Retail 4CC = £360
Recruit 2 x A/S = £90
2 A/S who do 4cc = £50
Total Profit and Bonus = £500

* Price stated is wholesale price less personal discount

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Profit stated is based on the profit gained from retailing Forever Aloe Vera Gel, item 715
Downline bonuses are calculated on the average net retail value of 1CC of individual products only

What are you prepared to work for?

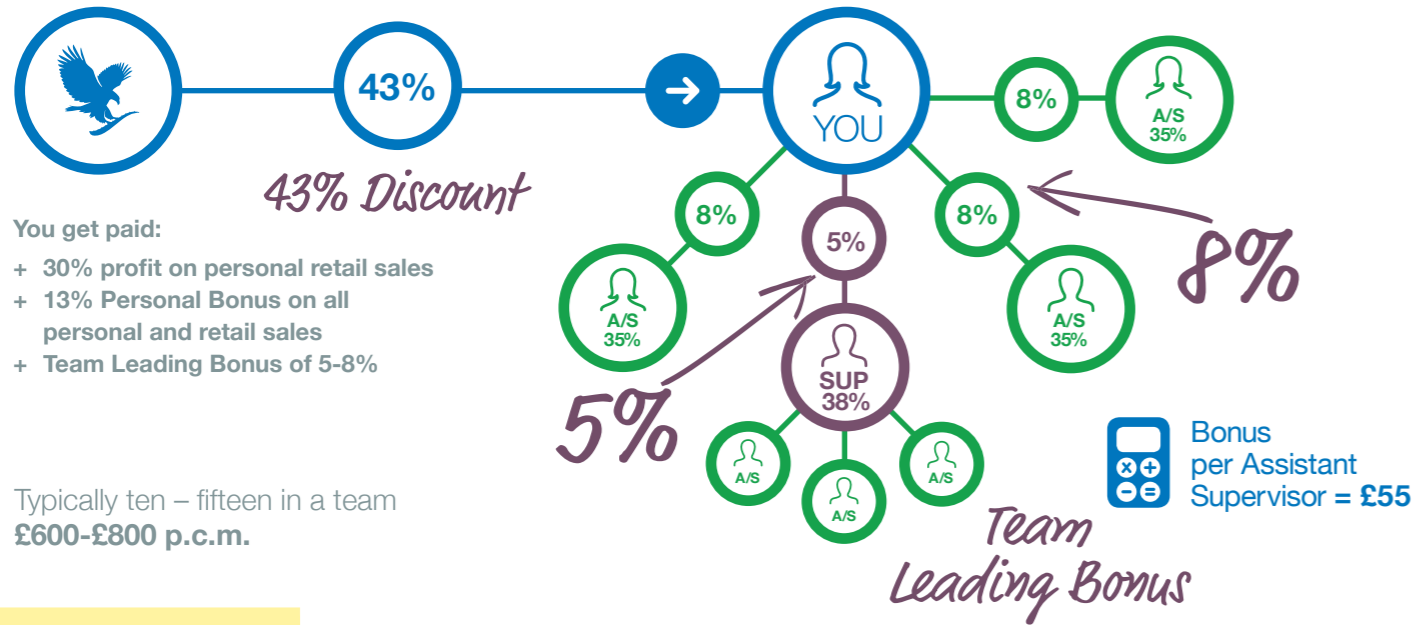


Consider this: The more people you can recruit and duplicate, the faster you will reach Manager.

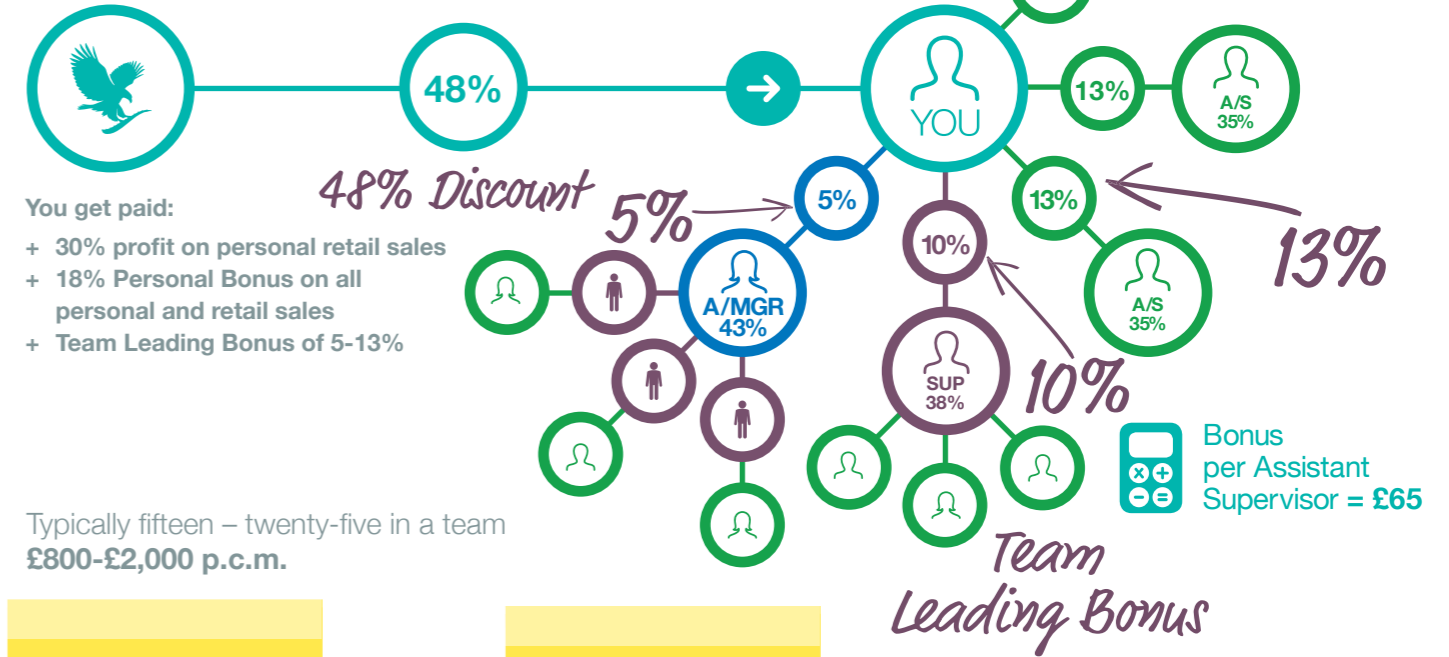
YOUR OPPORTUNITY

How do you get to Manager?

Assistant Manager (75CC over two months)



Manager (120CC over two months or 150CC over three to four months)



For every 1CC you retail you could make **£100 Profit**

Example 1

Retail 2CC = £200
Recruit 2 x A/S = £110
1 A/S who does 4CC = £65
2 x Supervisors who do 15CC group = £300
Total Profit and Bonus = £675

Wholesale* = £13.19
Retail Price = £22.27
Profit = £9.08

For every Supervisor who does 15CC you could make **£152 Profit**

For every A/S who does 4CC you could make **£65 Profit**

For every 1CC you retail you could make **£110 Profit**

Wholesale* = £12.26
Retail Price = £22.27
Profit = £10.01

Example 1

Retail 2CC = £220
Recruit 2 x A/S = £130
1 A/S who does 4CC = £105
2 x Supervisors who do 15CC group = £605
Total Profit and Bonus = £1060

For every A/M who does 45CC you could make **£455 Profit**

For every Supervisor who does 15CC you could make **£303 Profit**

For every A/S who does 4CC you could make **£105 Profit**

Example 2

Retail 4CC = £440
Recruit 2 x A/S = £130
2 A/S who does 4CC = £210
2 x Supervisors who do 15CC group = £605
1 A/M doing 45CC group = £455
Total Profit and Bonus = £1,840

* Price stated is wholesale price less personal discount

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What are you prepared to work for?



Consider this: The more people you can recruit and duplicate, the faster you will reach Manager.

YOU CHOOSE

Your journey to Manager happens when you decide to embrace the process and take action.

5 Month Plan	
Month 1	5CC
Month 2	15CC
Month 3	30CC
Month 4	50CC
Month 5	70CC

13 x 4CC active FBOs in downline = 52CC
18 x 4CC active FBOs in downline = 72CC

Total = 120CC over two months

6 Month Plan	
Month 1	5CC
Month 2	15CC
Month 3	25CC
Month 4	35CC
Month 5	45CC
Month 6	45CC

11 x 4CC active FBOs in downline = 44CC (average 37.5CC/month)
8 x 5CC active FBOs in downline = 40CC (average 37.5CC/month)

Total = 150CC over four months

Why Manager?

- Freedom
- School fees
- Self development
- Mortgage
- Recognition
- Time
- Helping others
- Global Rally
- Own boss
- Achieve potential
- Money
- Personal success
- Forever2Drive
- Peace of mind
- Travel
- Chairman's Bonus

What are you prepared to work for?

SENIOR MANAGER AND BEYOND

Soaring Manager
Five Managers
£45,000 – £104,000 p.a.

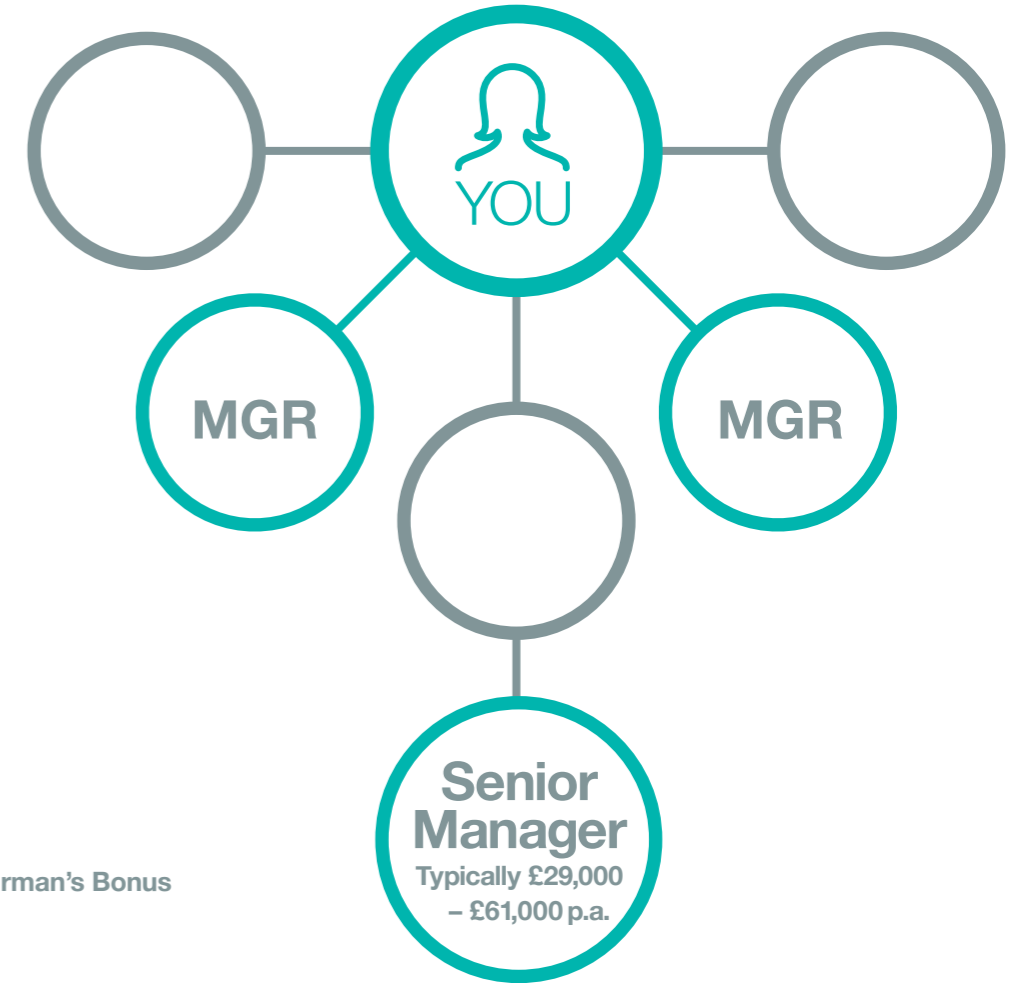
Sapphire Manager
Nine Managers
£75,000 – £168,000 p.a.

Diamond Sapphire Manager
Seventeen Managers
£140,000 – £228,000 p.a.

Diamond Manager
Twenty-five Managers
£350,000 + p.a.



Two Managers = Structure Chairman's Bonus



Why Senior Manager?

- Global travel
- Eagle Manager
- Forever2Drive
- Chairman's Bonus
- Royalty income



Consider this: Once you've achieved a position, you never fall back. No one can bypass you. You determine how far you want to go. There are no limits to your earning potential!

SHOW AND TELL – RETAILING
















Action – Develop a 4CC per month personal business.

1. Use the products

Become your own best customer. What you use and believe in you will recommend with passion and integrity to others.

With each order you place, add a new product to the order for your own use so that you can experience the whole range.

2. Showcase the products – you choose from:

 Business/Product Launches	 Mini launches	 Product talks
 Marketing	 One2One	 Aloe bar
 Sports and fitness	 Coffee mornings	 Social media
 Fundraising	 Gym	 Online shop
 Referral	 Weight management	 Skincare

Drinking Gel Tripacks

The drinking gel tripacks combine three drinking gels into one professionally designed package. The tripacks are available in four varieties: **Forever Aloe Vera Gel Tripack**, **Forever Aloe Berry Nectar Tripack**, **Forever Aloe Peaches Tripack**, and **Forever Aloe Mixed Gel Tripack**. In addition, FBOs receive an extra 10% case credits when purchasing the tripack.

3. Develop customers

Develop a regular customer base of around twenty – thirty customers that you look after on a regular basis.

What are you prepared to work for?

BUSINESS/PRODUCT LAUNCHES

Showcasing the products:

- + A great way to let people know what you are doing is by inviting a group of friends, family, work colleagues and neighbours to your home or to a relaxed environment
- + Deliver a 45-60 minute presentation on the products and opportunity
- + Product sales and people interested in the opportunity will result in further launches being booked
- + A great opportunity to learn about the products quickly from your sponsor

How to invite:

- + Ask guests personally to attend and support the launch

“Hi xxxx, how are you? etc. What are you doing on night/morning?”

Great! I’m having a few friends round for a glass of wine/cup of coffee, as I’m launching some new products/business and I’d love for you to join us.”

- + Contact your guests 24 hours before the event to confirm attendance

Date of launch: / /

Date of launch: / /

How to do a launch:

- + When doing your first launch, remember you will not be alone; your sponsor will be there to guide you through the process
- + Plan the event
- + People enjoy coming to other peoples’ homes and we recommend a daytime or evening event

**When should you have a launch?
Whenever you want. As soon as possible!**

What will you need:

- + Relevant literature for during and after the event
- + Product Brochures
- + Customer Order Forms
- + Start Your Journey Pack, plus any extra products
- + Product Launch Cards

Opening the launch:

- + Thank everyone
- + Share your story
- + Go through the products – keep it simple
- + Pass the products around to try

Setting up:

- + Arrive 30 minutes before
- + No children or pets if possible
- + Light refreshments of your choice
- + Keep the display simple

Closing the launch:

- + Thank everyone for their support
- + Take orders and payment on the night
- + Book further launches
- + Make appointments in the diary with people who would like to look at the business



Consider this: Business/Product Launch is an exciting opportunity for you to discover more about the business, to try some of the amazing products, and to have a bit of fun!

GROWING YOUR BUSINESS

Experience Pack:



The **Experience Pack**, like the **Start Your Journey Pack**, contains a selection of Forever's best-selling products to help introduce you to Forever's diverse and versatile range. In this pack, Forever has hand-picked a selection of products to help widen the experience for you and your customers. This pack allows you to build on the retail side

of your business by tailoring the product range for different target audiences.

As well as a range of Forever's favourite products, this pack also contains two empty **Experience Bags**, allowing you to create mini product collections for potential customers. For example, you might want to create a sports and weight management-focused **Experience Bag** for your active friends and relatives to try, or perhaps you want to share a collection of your favourite

Forever skincare products, or introduce them to nutritional supplements.

This pack also contains a selection of retail literature, including five **Product Brochures**, ten copies of **Aloe Life** magazine and five **Sports and Weight Management Brochures**; these all provide valuable information about Forever's vast range of products and community of business owners.

Experience Pack: Code 6006 | £189.61 | 1.194CC

Who are the first five people you'd like to share an Experience Pack with?



Name: Name: Name:
 Name: Name:

C9:



The **C9** is an expertly-devised cleansing programme. Designed to kick-start the F.I.T. programme,

cleanse your body and adjust your mindset, the **C9** provides the perfect starting point for transforming diet and fitness habits. Based around Forever's best selling product, **Forever Aloe Vera Gel**, this nutritionally balanced programme allows consumers to see real results in just nine days.

C9 Pack: Code 475 (Vanilla) / 476 (Chocolate) | £80.94 | 0.447CC

The C9 includes:

- + Forever Aloe Vera Gel (2 x 1 litre)
- + Forever Lite Ultra (15 servings of Vanilla or Chocolate)
- + Forever Garcinia Plus (54 softgels)
- + Forever Fiber (9 packets)
- + Forever Therm (18 tablets)
- + Shaker
- + Tape Measure
- + Booklet

Who are the first five people you'd like to share a C9 with?



Name: Name: Name:
 Name: Name:

Advance Your Business Pack:



The **Advance Your Business Pack** has been developed to provide you with the right tools to showcase the products and to begin generating a regular customer base. This pack is designed for people who are serious about kick-starting their Forever business. It includes a wide range of products, plus a selection of retail tools, including ten copies of **Aloe Life** magazine, five **Experience Bags**, and five **Product Brochures**. It's a bigger investment than the **Experience Pack** but allows you to quickly move towards achieving those first 4CCs so that you can begin benefitting from company incentives and bonuses.

All Forever Business Owners who purchase an **Advance Your Business Pack** will receive a golden envelope containing a free Success Express ticket and a 10% discount for each Advisory Board product training. **This is a cost saving of over £40!** The golden envelope is sent directly to you in the post in the next consecutive month of you placing the order.

Inside this pack is everything you need to showcase Forever's range of products, from nutritional supplements and drinking gels, to premium skincare and personal care products. We've included a selection of business and lifestyle literature so that you can help others to understand how the business works.

Sit down with your sponsor and **start planning your first Business/Product Launch**, or get working on **creating a variety of Experience Bags** (five empty bags are included in this pack for this purpose) that focus on different target audiences. The **Experience Bags** can be used as retailing tools to customise the range for friends and family.

Advance Your Business Pack: Code 6001 | £540.85 3.064CC

Below are some ideas to help you get started:



Sports Experience Bag:

- 1 x Argi+
- 1 x Aloe Heat Lotion
- 1 x Forever Freedom
- + **Boost your bag***: Aloe MSM Gel, Forever Fast Break, Forever Pro X2, Forever Lite Ultra



Skincare Experience Bag:

- 1 x Aloe Propolis Creme
- 1 x Aloe Lips
- 1 x Forever Aloe Scrub
- + **Boost your bag***: Smoothing Exfoliator



Men's Travel Experience Bag:

- 1 x Forever Bright Toothgel
- 1 x Aloe Ever-Shield Deodorant
- 1 x Aloe-Jojoba Shampoo
- + **Boost your bag***: 25th Edition Cologne for Men, Gentleman's Pride



Pamper Experience Bag:

- 1 x Aloe Hand Soap
- 1 x Aloe Moisturizing Lotion
- 1 x Aloe-Jojoba Shampoo
- 1 x Aloe-Jojoba Conditioning Rinse
- + **Boost your bag***: Forever Bright Toothgel, 25th Edition Perfume for Women or 25th Edition Cologne for Men

What are you prepared to work for?



Consider this: These tools support you in developing your 25 - 30 customers.

BUILDING A TEAM

The Forever business-building cycle

Speed is of the essence and recruiting is essential. Your business will grow in direct proportion to the speed at which you implement this cycle. To achieve your goals it is vital that, over the first twelve months, you create momentum by sharing the opportunity with as many people as possible. This will create the energy, excitement and success you desire.



Part-time: two – five contacts a day.



Full-time: five – ten contacts a day.



Date and venue of your local/online/face-to-face/home Business Presentation:

Venue Date

Venue Date

Date and venue of the next Success Express:

Venue Date

Venue Date

Date and venue of other trainings:

Venue Date

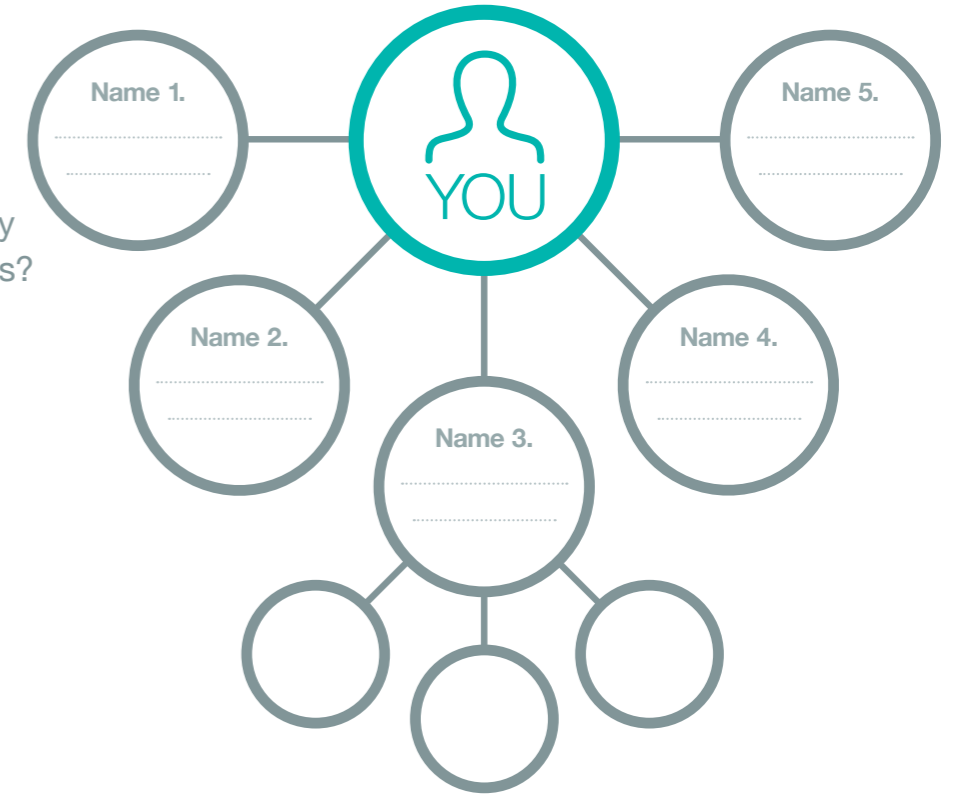
Venue Date

FIRST STEPS TO MANAGER

Your first five key people

Who do you know who...

- + has a great attitude?
- + is open-minded?
- + wants more money/time?
- + wants more security/flexibility or to own a risk-free business?
- + you would like to work with?



Notes

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Develop your 300 – 1,000+ name list.

What are you prepared to work for?



Consider this: Develop a database with your 300 – 1,000+ list for maximum impact.

MEMORY JOGGER

This memory jogger list is a really useful way to prompt your memory to come up with new names; it helps to really open the mind and get you thinking about people you may know from all walks of life...

Family, friends and acquaintances

– anyone you come into contact with or see in a social or leisure environment

- | | | |
|---------------------|------------------------------|-------------------------------|
| + Grandparents | + Cousins | + Married friends |
| + Parents | + In-laws | + Single friends |
| + Parent's friends | + Partner's family | + Sporting friends |
| + Brothers | + Partner's friends | + Holiday friends |
| + Brother's friends | + Children's friends' family | + Church members |
| + Sisters | + Old school friends | + Greetings card list |
| + Sister's friends | + College friends | + Neighbours past and present |
| + Aunts and uncles | | |

Workplace

- | | | |
|------------------------|----------------|-------------|
| + Co-workers | + Current boss | + Clients |
| + Past co-workers | + Past boss | + Customers |
| + Partner's co-workers | + Employees | + Suppliers |

Who do you know who is...

- | | |
|-----------------------|----------------|
| + A good communicator | + Confident |
| + A people person | + Outgoing |
| + Hard-working | + Caring |
| + Honest | + Professional |
| + Reliable | + Open-minded |
| + Happy | + Positive |
| + Fun | + Enthusiastic |
| + Successful | + Dissatisfied |

Who do you know in...

- + UK
- + Europe
- + Asia
- + Africa
- + America
- + Other...

Who do you know on...

- | | | |
|-------------|-------------|------------------|
| + Facebook | + Pinterest | + Phone Contacts |
| + Instagram | + LinkedIn | + Email Lists |

Who do you know who works in/as a...

- | | | | |
|------------------------|----------------------|-------------------|----------------------|
| + Abattoir | + Driving instructor | + Laundry | + Restaurant |
| + Actuary | + Dry cleaning | + Law | + Retail |
| + Accountancy | + Education | + Lecturer | + Riding instruction |
| + Acupuncture | + Electrical | + Library | + Sales |
| + Advertising | + Engineer | + Lingerie | + Secretarial |
| + Aerobics | + Entertainment | + Makeup | + Security |
| + Agriculture | + Estate agent | + Mail order | + Ski instruction |
| + Air crew | + Exhibitions | + Management | + Social work |
| + Antiques | + Factory | + Marketing | + Stock broking |
| + Architecture | + Farming | + Martial arts | + Student |
| + Armed forces | + Fashion | + Massage | + Supermarket |
| + Aromatherapy | + Financial | + Medicine | + Surgeon |
| + Artist | + Fire service | + Nanny | + Surveyor |
| + Author | + Fitness | + Newsagent | + Tailor |
| + Baker | + Florist | + Notary | + Take away |
| + Banking | + Furniture | + Nursing | + Tax |
| + Bar work | + Garage | + Opera | + Taxi driver |
| + Beautician | + Gardening | + Optician | + Teaching |
| + Biologist | + Geology | + Orthodontics | + Technology |
| + Boat-building | + Golfing | + Osteopathy | + Telecommunication |
| + Building | + Government | + Parachuting | + Theatre |
| + Butcher | + Grocery | + Paragliding | + Therapist |
| + Carpenter | + Hairdressing | + Personnel | + Tourism |
| + Caretaker | + Healthcare | + Pharmaceutical | + Transportation |
| + Car hire | + Herbalist | + Psychologist | + Travel service |
| + Catering | + Homeopathy | + Physiotherapy | + Undertaking |
| + Chemist | + Hospital | + Plumbing | + Underwriting |
| + Childcare | + Hotel | + Police | + University |
| + Chiropodist | + Housewife | + Postal service | + Upholstery |
| + Construction | + Image consultant | + Printing | + Voluntary |
| + Consultant | + Internet | + Quality control | + Veterinary |
| + Decorator | + Interpreting | + Radiography | + Water skiing |
| + Deliveries | + Jewellery | + Receptionist | + Wedding planner |
| + Dental | + Journalism | + Recording | + Welding |
| + Designer | + Karate | + Recreation | + Window cleaning |
| + Dietician | + Keep fit | + Recruitment | + Writing |
| + Doctor | + Laboratory | + Recycling | + Yachting |
| + Dog breeding/kennels | + Landscaping | + Reflexology | + Yoga |
| + Domestic cleaning | + Languages | + Refrigeration | |

What are you prepared to work for?



Consider this: Put a five – six month plan together with your sponsor/upline Manager which focuses on you achieving the position of Manager.

PROFILE – PROSPECT OR CUSTOMER

Who are the first people you are excited about sharing Forever with?

Name	Joanne Smith		Tel	07778 456 789	
Address	123 Somewhere Court, Somewhere Road				
	B23 6GH		Email		
Occupation	HR Manager				
Age		Children		Ages	
	Married / Single / Partner		Drives	Yes / No	
Hot Button	Money, security		Objective	1-1	
Personality	<input checked="" type="checkbox"/> Self-employed / Business Owner	<input type="checkbox"/> Caring	<input type="checkbox"/> Professional	<input type="checkbox"/> Well connected	
	<input type="checkbox"/> Open-minded / Positive	<input type="checkbox"/> Outgoing	<input type="checkbox"/> Ambitious	<input type="checkbox"/> Confident	
	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> People person	<input checked="" type="checkbox"/> Successful	<input checked="" type="checkbox"/> Local	

Notes

10 August
 Great conversation
 Jo is interested but away for two weeks in France with the family
 Agreed a call back on 5th September.

PROFILE – PROSPECT OR CUSTOMER

Who are the first people you are excited about sharing Forever with?

Name			Tel		
Address					
			Email		
Occupation					
Age		Children		Ages	
	Married / Single / Partner		Drives	Yes / No	
Hot Button			Objective		
Personality	<input type="checkbox"/> Self-employed / Business Owner	<input type="checkbox"/> Caring	<input type="checkbox"/> Professional	<input type="checkbox"/> Well connected	
	<input type="checkbox"/> Open-minded / Positive	<input type="checkbox"/> Outgoing	<input type="checkbox"/> Ambitious	<input type="checkbox"/> Confident	
	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> People person	<input type="checkbox"/> Successful	<input type="checkbox"/> Local	

Notes

What are you prepared to work for?



Consider this: One of these profiles could be your next Manager!

MAKING CONTACT

Be prepared.

- + Profile
- + Decide your objective
- + Which prospecting tool will you use?
- + Plan your words
- + Think "What's in it for them?"

Making the call.

- + Get to the point
- + Keep it brief
- + Be excited
- + Remember your objective
- + Smile

Sending a message.

- + Keep it brief
- + Think "What's in it for them?"
- + Remember your objective

Keep it simple.

We are giving an 'invitation' not a 'presentation'.



The following are simple examples you can use to invite your prospect to take a look at what we do.

To start →

"Hello, Sam, it's Steve here, how are you?"

"Do you have a moment?"

"Great!"

To continue →

Personality / character:

"The reason for the call, Sam, is that I have just started a fantastic opportunity which attracts open-minded / confident / successful / caring people and I immediately thought of you."

Hot button:

"Tell me, Sam, you know that you said you weren't happy at work, is that still the case?"

Value your help / opinion:

"I've started a business which I am really excited about and I thought about you straight away. It has massive potential and I wondered if you may be able to help me? With your experience/background, I would really value your help/opinion. Would you take a look?"

The business approach:

"Can I ask you a question? If I had found a company that was unrivalled in the marketplace, that was booming in its sector, that was cash-rich and debt-free and where you and I could be incredibly successful without any risk, would you be interested in looking at it?"

To finish →

"I don't know if it will be for you or not, only you can decide that, but let's meet up and I'll show you what it's all about. I am free Monday or Thursday, which is best for you?"

Or

"Take a look at our online video to give you an overview of the company, about the products and how the Marketing Plan works. When could you watch it?... Okay, I'll give you a call on Friday at 6.30pm to see what you make of it."

There will always be people you wish to share the products with so give them a call.

There are many ways that we can make contact with people to share the products and/or opportunity. The more you speak with people, the more relaxed and enjoyable the process is.

Text message or Facebook message:

Hi Claire, hope you had a great holiday! The photos on Facebook looked like you did. I am reaching out to you as I have something really exciting to share with you. When is a good time to call?

Or

Hey Mike, how are you doing?
Question for you:

- + If I could show you how to have a new car, would you be interested?

- + If I could show you how to achieve two fully paid global trips a year would you be interested to find out more?

Great! Send me the best number to call you on and I will explain.

Send a message, start a conversation and show your prospect how Forever can literally change their lives.

Chatting at the school gates or a lunch break at work:

Engage in conversation that is based around questions.

- + Did you have a great holiday?
- + Did you get that promotion you were looking for?

If the answer is less than positive, your response is:

Would you like to do something about that?

Or

Can I show you something I think you might be interested in?

If they say 'yes' then you arrange a One2One or video.

Socially connecting when out and about:

If you have had great service then you say:

Thank you for your great service today. You must love working here.

If the answer is less than positive, your response is:

Would you like to do something about that?

If the answer is 'yes' then arrange a phone call, One2One or video

How to make an effective call?

Below are several different ways to engage with your caller. Choose which works best for you.

01

- + Hello, is it a good time?
- + Hi, got a minute?
- + Hi, can you chat for a second?

02

- + I've got an idea I want to share with you.
- + Just started doing some work with an amazing company and wanted to share it with you.
- + Just started a new business and wanted to run it past you.

03

- + Not sure if it's for you?
- + Not sure if it's up your street?
- + Not sure if it's a match for you?

04

- + I thought of you because you are... *(fill in the blank with characteristics ticked on your profile sheet, e.g. you are outgoing, open-minded, good with people).*

05

- + Not sure if it's for you but I know it can give you... *(fill in the blank with what will be of benefit to them, e.g. more income, work-life balance, time, freedom).*

06

- + All I want to do at this stage is share information with you; you'll know whether there's something here for you.
- + All I want to do is get some information in your hands; you'll get a feeling if it's a match for you.
- + I just want you to have a look at some information; you can decide if there's anything here for you.

07

- What I'd like to do is:
- + Get together for a coffee and show you some information, it will take us 20 minutes.
 - + Put a 20 minute call in the diary and I'll take you through some information online.
 - + Give you a website to have a look at; it has a short online video overview.
 - + Send you a link to a video which will give you an overview.

What are you prepared to work for?



Consider this: Try and match the wants and needs to your prospect and you will get a better result.

MAKING CONTACT

Responding to questions.

Common question: “What is it?”

Your response: choose two or three of the following points:

- + “The company is called Forever, have you heard of it?”
- + “We are a multi-billion dollar global business, trading in over 160 countries.”
- + “We have an impeccable 40-year+ track record and are cash-rich and debt-free.”
- + “In the UK, our turnover exceeds £65 million.”
- + “We are in the health and wellness sector, which as you know is booming!”

“What we need to do is meet up so I can run some information by you. What day suits you best? Alternatively, I can send you some online information after”

If your prospect has further questions:

Tell your story, e.g. why you got involved, what you saw in Forever that attracted you.

Other common questions:

“Is it selling?”

“Is it pyramid selling?”

“Is it MLM/network marketing?”

“I haven’t got time.”

Your response:

“That’s interesting. What makes you ask that?” Then listen to the response.

Your response: “I understand how you FEEL, I FELT exactly the same, but what I FOUND was... Let’s get together next week and I will explain what it’s all about. Would Monday or Thursday be better for you?”

The fortune is in the follow-up

When sending out information, it is essential to follow-up at the time you agreed. Do not wait for your prospect to call you.

Following your one2one, online video or information sent, make sure you are ready to invite your prospect to the next step, e.g. the Business Presentation.

“I thought you may have more

questions. The next step is to come along to the company overview so that you can find out more, meet some of the people and get all of your questions answered. Actually, we have an overview on... at... and I would be delighted for you to join me as my guest.”

CONTINUE PROFILING

Every name on your 300 – 1,000+ list is a potential customer, Forever Business Owner or a person that may say ‘no’. Although they may say no, they will, if asked, give you a referral.



In order for you to achieve the best results, take some time to fill in a profile sheet for each person (or jot down the relevant detail in an A4 notebook). Take into account your understanding of their possible needs and wants, and consider how you can best help them.

Contact and show

There are many ways to speak with people about Forever. You can email, send a text message, by connecting through social media, speak socially at the school gates or at work, etc...

... but by far the most effective way is to pick up the phone and have a chat.

Your prospect will feel and hear your excitement down the phone and it is infectious. It is not about being a clever sales person with all the right words, it’s more about...

... letting people hear and feel your excitement ...

... what you have found and how it may be of benefit to them.

It is important that you know what your objective is when making the calls. Is it to arrange a one2one? Is it to send them an online video or to show them the products? Be clear on what you want to achieve before you make the connection.

(See chapter on ‘Making Contact’)

The Activity Tracker – Pipeline

To monitor your progress against your goals, you need to make sure that you are doing enough activity. The Activity Tracker sheet in this manual is designed for you to record each call, and track your prospect through to registration as an Assistant Supervisor.

The more people you connect and build a relationship with, the more you will sponsor into your team and the faster you will move through the plan to Manager and beyond.

(See ‘Activity Tracker’ in this manual)

What are you prepared to work for?



Consider this: Develop your database 300 – 1,000+ list for maximum impact.

ACTIVITY TRACKER

Name	Warm or Cold	Telephone/Mobile	One2One / Video		Business Presentation		Join	First Planning Session		Comments
			Date	Type	Date	Type	Date	Date	Type	
Joanne Smith	Warm	0121 345 6789	14/1/18	One2One	17/02/18	BP at Warwick	17/02/18	18/02/18	Face-to-Face	Keen
Joe Bloggs	Warm	0424 335 5555	14/1/18	One2One						Not the right time, contact in March
Garry Smith	Warm	0775 555 5555	14/1/18	Video	17/02/18	BP at Warwick	17/02/18	18/02/18	Face-to-Face	Keen

Download more copies at foreverknowledgeinfo or foreverliving.com. Commit to daily activity

Take action:

-  Make contact.
-  Plan time with your sponsor.
-  Develop your profile list.

SEVEN DAY PLAN – BUILDING YOUR FOREVER BUSINESS

Prospecting – who are you speaking to about the business this week?

- Monday*
- Bob Jones - call 07XXX XXXXXX
 - Cathy Smith - call 01XXX XXXXXX
 - Chloe Peters - call 07XXX XXXXXX
- Tuesday*
- Mary Watts - call 07XXX XXXXXX
 - Fred Hughes - call 01XXX XXXXXX
 - Claire Matthews - call 01XXX XXXXXX
- Wednesday*
- Sam Taylor - call 01XXX XXXXXX
 - Ed Francis - 01XXX XXXXXX
 - Melissa Harris - call 07XXX XXXXXX
- Thursday*
- Jack Knight - call 01XXX XXXXXX
 - Matthew Keumble - call 01XXX XXXXXX
 - Souya Watts - 07XXX XXXXXX
- Friday*
- Wendy Bridges - 01XXX XXXXXX
 - Tina Sowah - 07XXX XXXXXX

Retail activity

- Monday*
- Experience Pack drop to Mary
 - Pick up Experience Pack from John
- Tuesday*
- Invite guests to Product Launch
- Wednesday* *Thursday*
- Book Aloe Bar - Customer follow up
- Business-building follow up**
One2One / videos
- Add 100 names to Who Do You Know list
 - Confirm Mary Watts for BP on Wednesday at Loudon Product Centre
 - Follow up with Chloe Peters for an online BP
 - Confirm Lucy for One2One over coffee on Friday

Training, events, essential reading, webinars

- Business Presentation - Wednesday, 7.30pm Loudon Product Centre
- Book Success Express ticket
- Two chapters of current book



Plan the above activities in your diary around other commitments

SEVEN DAY PLAN – BUILDING YOUR FOREVER BUSINESS

Prospecting – who are you speaking to about the business this week?

- Monday*
- Tuesday*
- Wednesday*
- Thursday*
- Friday*

Retail activity

- Monday*
- Tuesday*
- Wednesday*
- Thursday*
- Friday*

Training, events, essential reading, webinars








- Business Presentation - Wednesday, 7.30pm Loudon Product Centre
- Book Success Express ticket
- Two chapters of current book









Plan the above activities in your diary around other commitments

YOUR START YOUR JOURNEY PACK CONTENTS



	Would you use it?	Who do you know who would use it?
 <p>Forever Aloe Vera Gel</p> <p>This new drinking gel boasts 99.7% inner leaf aloe gel, lovingly extracted by hand so that you can experience the true power of nature. Aloe is great for skin, the immune system and it's an ideal digestive aid, and now this purifying gel also contains vitamin C. Vitamin C contributes to the normal function of the immune system and to a normal energy-yielding metabolism.</p>		
 <p>Forever Freedom</p> <p>Wake up and get your day moving with this refreshing orange flavoured aloe gel. Forever Freedom contains all the benefits of our plain gel but with added glucosamine, chondroitin and MSM – popular with those who lead an active lifestyle.</p>		
 <p>Forever Aloe Berry Nectar</p> <p>Enjoy a burst of cranberry, sweet apple and vitamin C. These amazing ingredients, plus 90.7% pure inner leaf aloe vera gel, makes Forever Aloe Berry Nectar a powerful choice.</p>		
 <p>Forever Bright Toothgel</p> <p>Created for the entire family – as well as your pets – this gentle, non-fluoride formula contains only the highest quality ingredients including aloe vera and bee propolis. Enjoy its natural mint flavour for a taste that will leave your mouth refreshed and your teeth clean.</p>		
 <p>Aloe Ever-Shield Deodorant</p> <p>This gentle yet powerful product is non-irritating and does not stain clothes. The aloe vera formula contains no alcohol or harsh aluminium salts usually found in antiperspirant deodorants, and can be used to soothe after underarm shaving and waxing.</p>		
 <p>Aloe Propolis Creme</p> <p>A rich, creamy blend of aloe vera, bee propolis and camomile that helps maintain healthy, beautiful skin tone and texture. The Aloe Propolis Creme's moisturising and conditioning properties make for an excellent everyday moisturiser and helps to soothe irritation.</p>		
 <p>Aloe Vera Gelly</p> <p>Essentially identical to the aloe vera's inner leaf, our 100% stabilised Aloe Vera Gelly lubricates sensitive tissue safely. This topical thick gel soothes and calms irritation.</p>		

	Would you use it?	Who do you know who would use it?
 <p>Aloe Lips</p> <p>Get kissable lips with this rich and nourishing pocket-sized lip balm. This loaded lip product contains aloe, jojoba and three types of wax to smooth and soothe chapped, dry lips. Great for protecting lips all-year round.</p>		
 <p>Forever Lite Ultra - Vanilla</p> <p>Shake up your diet and lifestyle with naturally flavoured, plant powered protein. Forever Lite Ultra contains vital vitamins and minerals and is available in two flavours. This versatile product can be used if you're watching your calorie intake, or as a filling protein shake if you're trying to gain weight.</p>		
 <p>Aloe-Jojoba Shampoo</p> <p>Get beautifully shiny and easy-to-manage hair with this aloe vera and jojoba oil-infused shampoo. Its ingredients remove oils while simultaneously soothing your scalp, and the new formula also contains Lavender Forever Essential Oil. The gentle pH-balanced formula is suitable for all hair types and can be used to help replenish your hair's natural moisture.</p>		
 <p>Aloe-Jojoba Conditioning Rinse</p> <p>Contains jojoba and vitamin B to help nourish, protect and strengthen the hair, this pH-balanced conditioner gives hair a silky, salon-look finish. Enriched with vitamins and nourishing oils – including Lavender Forever Essential Oil – this conditioner gives your hair extra shine, manageability and helps to eliminate split ends. Use after the Aloe-Jojoba Shampoo.</p>		
 <p>Forever Hand Sanitizer</p> <p>Enriched with soothing aloe and nourishing honey, one squirt of this handy disinfectant can kill 99.9% of germs and bacteria. With a refreshing scent of lemon and lavender, Forever Hand Sanitizer softens and moisturises hands as it cleans. A must-have for your pocket and bag.</p>		
 <p>Aloe Moisturizing Lotion</p> <p>A silky moisturising cream – containing nourishing aloe, jojoba oil, collagen and elastin – that leaves the skin feeling soft and supple. This lotion moisturises your face, hands and body whilst maintaining the skin's natural pH balance. Its easy-to-absorb formula also makes a great base for makeup application.</p>		

MY FIRST STEPS TO MANAGER

Philomena Guandai



My background is in law and I spent many years working as a legal advisor to the Kenyan community in Britain.

Although I was very successful in my career, I was struggling to achieve work-life balance and I found myself bogged down with work, financial commitments and stress.

I was finishing my Master's degree when I first came across Forever, and despite the stress, my intention was to always continue working in the legal sector. I decided I'd try running a Forever business alongside my legal career, and although initially I found some aspects

outside of my comfort zone, I was determined to take back control of my life. I continued juggling the two roles for some time but was amazed when I realised I was financially-able to give up my legal job – it took less than two years to get to this point, which is pretty amazing when you realise I had only been working the business in my spare time!

Becky Deeley



Before Forever, I owned and ran a care agency supporting children and young adults with disabilities.

I loved what I did but it was really stressful and the responsibility was insane! I had a little girl who was eighteen months old at that point and I felt like I was spending more time looking after other people's children than I was looking after her. I knew I needed to find a different way to generate an income to support us as a family.

I was first approached two and a half years before I joined the business but the time wasn't right. Forever

was always in the back of my mind but I never made the step to do anything about it; I was sent presentations but never watched any of them. One January morning, after we had moved into our new house, I was drying my hair when I just stopped and thought, 'I've got to do that Forever thing!' It was a gut instinct. I contacted a lady who lived nearby and invited myself to a Business Presentation. This was in January 2014 and I haven't looked back since.

Diana and Geoff Page



When I left school I had a degree in psychology but I didn't have a planned career.

After a few roles in retail and customer service I landed a junior marketing role and this launched my corporate career. I was eager to learn, had a strong work ethic and I was desperate to earn a big income so I quickly climbed the corporate ladder and became Head of Marketing for a huge business.

But I was desperately unhappy with my job! The corporate world is all about the bottom line and employees are a commodity, not an asset. So although the income was good, the stress clouded the happiness in my life.

I came to a natural crossroads when I started my family fifteen years ago. I was looking for something I could do from home flexibly around a growing family, something that would earn a good income. But everything I looked at that was part-time tended to be a junior role with set hours, no flexibility and low pay.

I was invited to look at Forever and the idea of starting my own business with a proven business model, support and training, was too good to pass up – I just couldn't wait to get started!

The Carver Family



This family is a true example of how Forever can be a real family-orientated business, if you want it to be.

I joined Forever fifteen years ago when I was trying to juggle a hectic family life with a demanding job. I worked extremely long hours whilst juggling the activities of my son Jordan and daughter Brittany, driving them to swim club, football or dance lessons.

My life felt like a treadmill. My husband Andrew worked away three days a week, so most of the responsibility of the children and house was left to me. A friend lent me a video about the business opportunity, asking me to take a look.

The video sparked my interest enough to go along to a Business Presentation, and the following week I went again, this time dragging my husband Andrew with me. After discussing it, we decided we had nothing to lose and I signed up. Fast forward to July 2013, Andrew left his corporate job to join me in Forever. We realised that this business could give us not only the income, but the lifestyle we craved. Witnessing our dedication and determination in the business obviously made a lasting impression on Brittany and Jordan, as they too joined the business in 2014.

What are you prepared to work for?



Consider this: Your ability to master this business will give you the income you desire.

Notes



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Notes



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One of the keys to success, one that you'll hear on a regular basis, is the ability to have a positive approach to life and a good positive self-image, and at Forever, we are very fortunate since we are surrounded by positive people who have formed positive habits.

We all have the capacity to be great, and adopting a positive mindset will certainly set you apart. So why don't you become a beacon that others will be attracted to? A leader of people who, irrespective of what life throws at you, continues to display a 'can-do' attitude? As you build the business, just remember the phrase, "Shoot for the moon and if you miss, you will still end up amongst the stars!"

Bob Parker
Country Manager UK, Ireland and Iceland

I am really looking forward to seeing how your business progresses, and I look forward to meeting you on stage many times throughout your journey – I am sure you will achieve great things.



“Success in Forever comes from learning how to do simple things well and often. Ours has, and yours can too; simply decide to become a Manager and then learn how to coach others to do the same.

Enjoy your journey.”

Jayne Leach and John Curtis,
Diamond Managers and Exec Global Leadership Team



Diamond Manager
c.£350,000



Diamond Sapphire Manager
c.£200,000



Sapphire Manager
c.£120,000



Soaring Manager
c.£60,000



Senior Manager
c.£35,000



Manager
c.£20,000

Ensuring the highest quality.

We own numerous patents for the stabilisation of aloe vera, which assures you of the highest quality aloe vera-based health and beauty products. Our aloe vera products were the first to receive the International Aloe Science Council Seal of Approval for consistency and purity. Many of the products also feature the Kosher and Halal seals of approval. Forever does not test its products on animals.

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