

First Steps to Manager



Register here as a Forever Business Owner



FOREVER

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**CONGRATULATIONS ON TAKING YOUR FIRST STEPS TOWARDS
ACHIEVING MANAGER WITH FOREVER'S MARKETING PLAN!
THE FACT THAT YOU ARE READING THIS MEANS YOU HAVE
MADE AN IMPORTANT DECISION TO GET SERIOUS ABOUT
YOUR BUSINESS. I'M SO GLAD TO HAVE YOU ON THIS JOURNEY.**

We have spent a lot of time here at the Home Office crafting our First Steps to Manager programme. Inside, you will find a roadmap to growing a rewarding business. Follow every step and reach out to your Sponsor for support to get the most out of this important resource.

Reaching Manager is such an important milestone for you as an FBO. It shows you have put in the work and pursued your goals with purpose, not letting the roadblocks hold you back. More importantly, reaching Manager level puts you on track towards achieving Eagle Manager and Chairman's Bonus.

Our Marketing Plan is designed to reward those who set big, ambitious goals and work every day to achieve them. If you stay focused and work hard, there is nothing to stop you joining the thousands of FBOs who have experienced the life-changing power of becoming a Manager.

I'll be rooting for you every step of the way and can't wait to see the great things you'll accomplish with Forever.

Aidan O'Hare
President
Forever Living Products



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
Forever ID	Sponsor's contact information

Personal Goals

Short-term	Long-term
£500 a month	Leave work in 2 years,
Taking the children to kids clubs	working Forever around the family
and doing activities with them	
Give up one day a week at work	

Individual results may vary. Forever makes no guarantees on income or success. Your success depends on your effort, commitment, skill, and leadership abilities, and how effectively you exercise those qualities. Please see Forever's Annual Income Disclosure Statement for more information.

Family Goals

Short-term	Long-term
Redo garden for children	New house in the country
Riding lessons for Kate	

Business Goals

Short-term	Long-term
Manager	Build a high-performing
Eagle	team for lasting growth

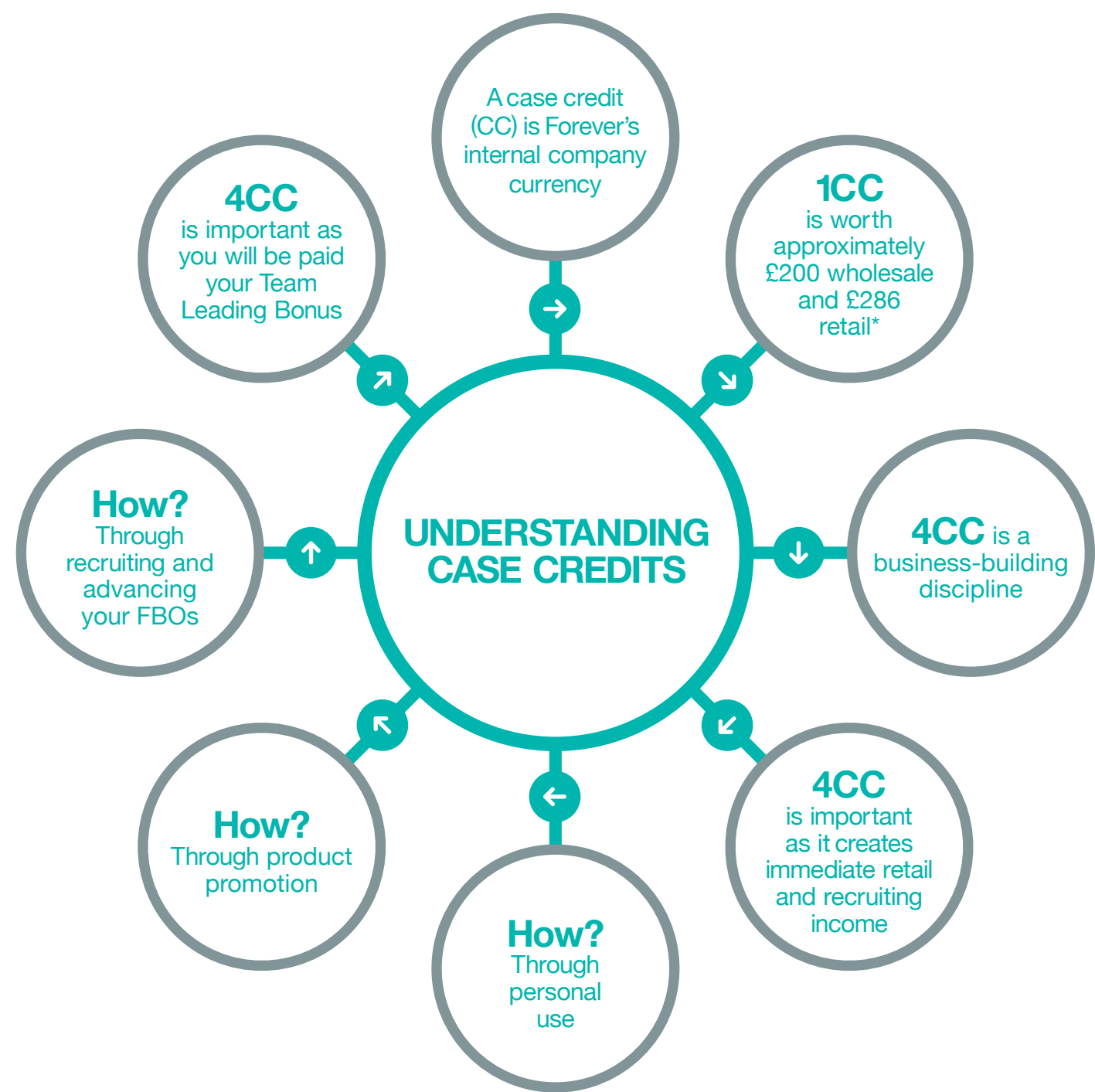
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Give serious consideration to what you're prepared to work for!



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

UNDERSTANDING CASE CREDITS



*Figures include VAT
Figures have been calculated using the **Forever Marine Collagen** for the above wholesale and retail value of 1CC

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What are you prepared to work for?

START YOUR JOURNEY

Code: 526

Code: 527

Advance your business

How? Product promotion

How? 1.090CC Business Development Pack

How? 0.327CC Forever Marine Collagen

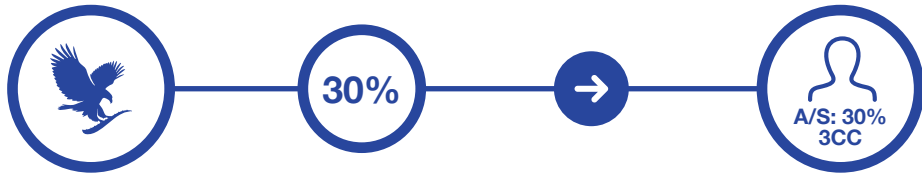


Consider this: If you achieve 4CC (and more) personally each month and teach your team to do the same, you will soon become a Manager.

YOUR OPPORTUNITY

How do you get to Supervisor?

Assistant Supervisor By buying a **Starter Pack** (or by purchasing 2CCs over two months)



Product sales commission per Assistant Supervisor recruited = **£43**

	Wholesale***	Retail Price	Profit
	£65.66	£93.82	£28.16

Example

Retail 3CC = **£258.00**
Total Earnings = **£258.00**
For every 1CC you retail, you could earn **£86 profit**

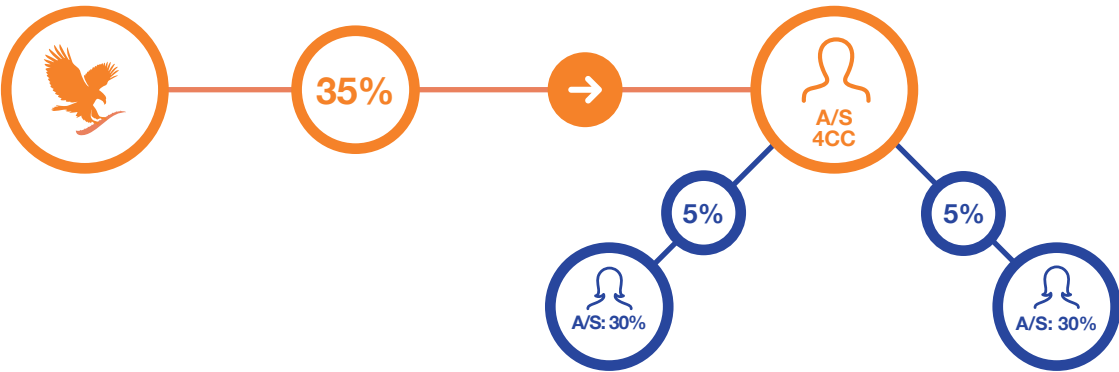
How just a few items from our extensive product range can be developed into retail sales for customers and put money in your pocket.

 4 x Forever Aloe Vera Gel Profit £32.44	 4 x Forever Aloe Peaches Profit £32.44	 4 x Forever Bright Toothgel Profit £8.88	 3 x Aloe Body Lotion Profit £23.46	 3 x Aloe Propolis Creme Profit £17.07
 2 x Forever Immune Gummy Profit £25.46	 3 x Aloe Liquid Soap Profit £19.44	 1 x C9 Profit £37.13	 2 x Infinite Hydrating Cleanser Profit £18.10	 2 x Protecting Day Lotion Profit £25.12

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5% Personal bonus on all personal use and retail sales when you are 4CC active that month
5% personal bonus will be paid around the 15th of the following month that you are 4CC active
***Price stated is based on the wholesale price of the **Forever Marine Collagen**, example is a general overview, profit and bonus depends upon product selection.
NOTE: the calculations are based on an Assistant Supervisor who is not 4CC Active.
The Bonus per Assistant Supervisor has been calculated on **Starter Pack**.

Active Assistant Supervisor (4CC personal purchases, retailing and recruiting)



You get paid:
+ 30% profit on all personal retail sales
+ 5% Personal Bonus on all personal use and retail sales
+ 5% Team Leading Bonus on A/S 30%

Product sales commission per Assistant Supervisor recruited = **£52**

	Wholesale***	Retail Price	Profit	Additional 5% Bonus	Total Profit
	£65.66	£93.82	£28.16	£3.91	£32.07

Example

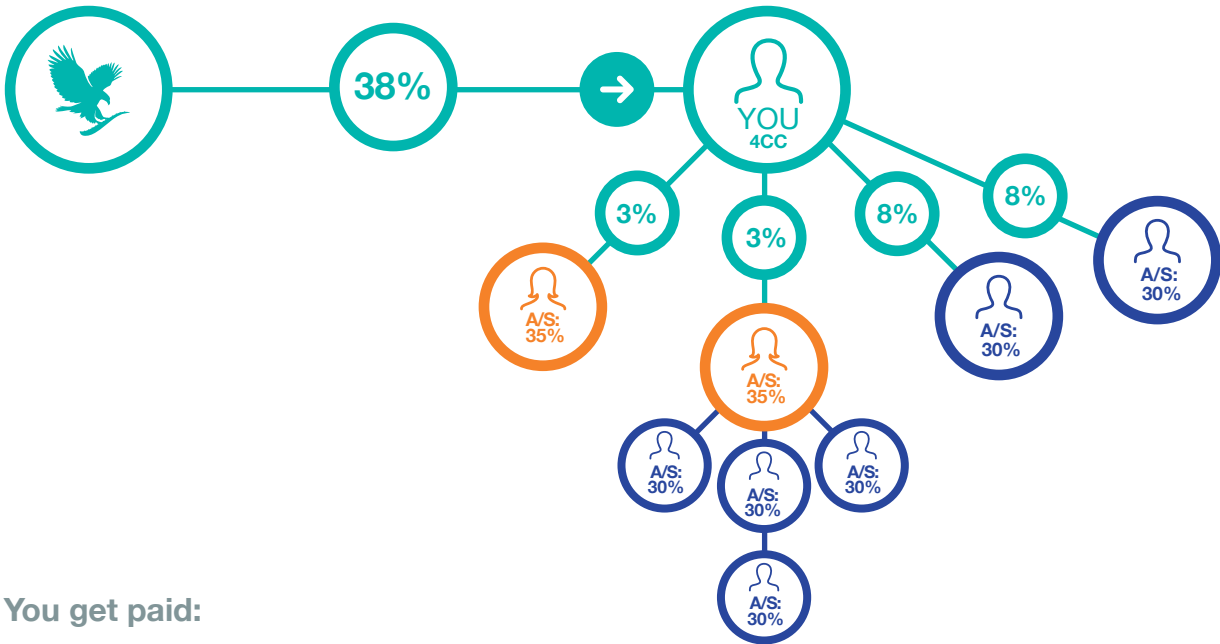
Retail 4CC at 35% bonus = **£392**
Recruit 2 A/S = **£104**
Team Bonus 5% on a downline business of 3CC's = **£33**
Total Earnings = **£529**
For every 1CC you retail, including your 5% you could earn **£98 profit**

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Consider this: Remember customers are the first step to developing your income, using the products, recommending the products and sharing your opportunity is a great starting point for your business.

Supervisor (Accumulate 10CC in one calendar month, do your 4CCs and, for example, show 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
- + 8% Team Leading Bonus on A/S 30%

Potential earnings
£600-£800+ p.c.m.



Product sales
commission per
Assistant Supervisor
recruited = **£57**



Wholesale***	Retail Price	Profit	Additional 8% Bonus	Total Profit
£65.66	£93.82	£28.16	£6.25	£34.41

Example

Retail 4CC at 38% bonus = **£420**
Recruit 2 A/S = **£114**
Team Bonus 3% - 8% on a downline business of 19CCs = **£183**
Total Earnings = **£717**

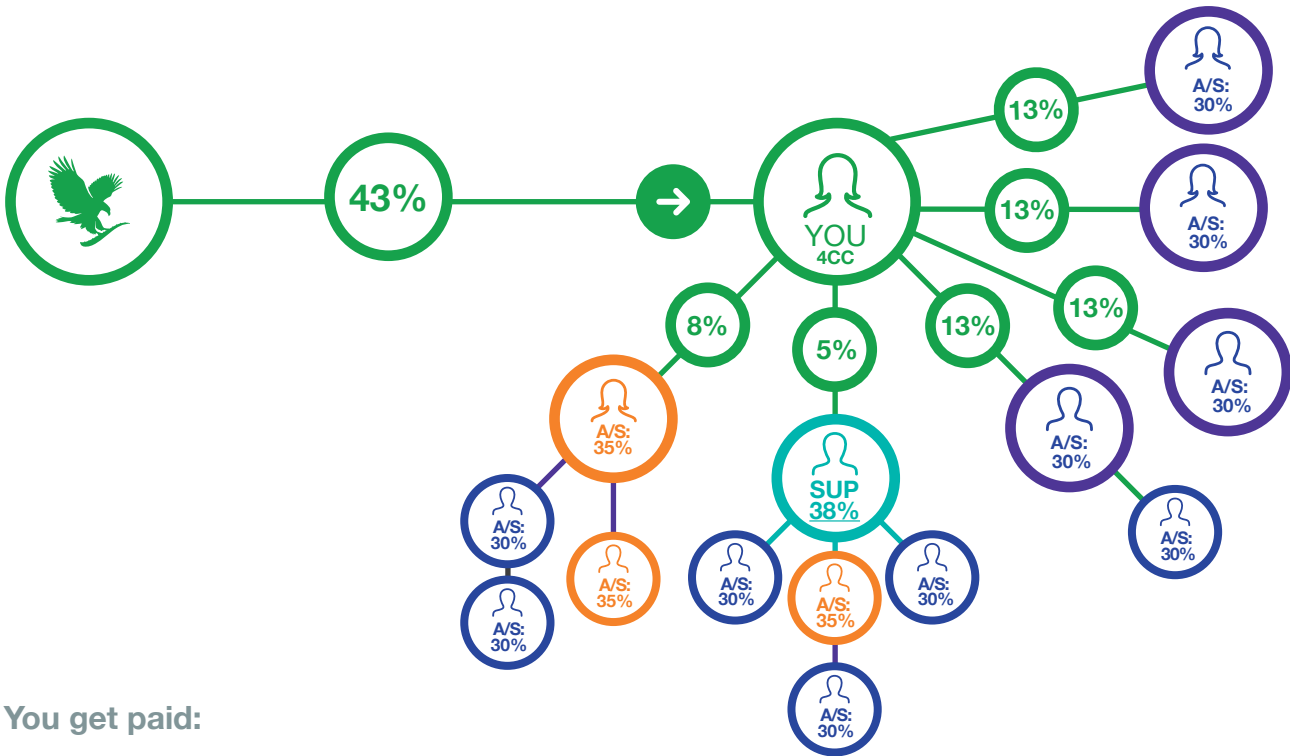
For every 1CC you retail, including your 8% you could earn **£105 profit**

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The profit example is calculated on the average net value of 1CC using the **Forever Marine Collagen**, the profit will vary depending upon product selection. The bonus per Assistant Supervisor has been calculated on a **Starter Pack**.

What are you prepared to work for?

Assistant Manager (60CC over two months)



You get paid:

- + 30% profit on personal retail sales
- + 13% Personal Bonus on all personal and retail sales
- + Team Leading Bonus of 5-8%
- + 13% Team Leading Bonus on A/S 30%

Potential earnings
£700-£1200+ p.c.m.



Product sales
commission per
Assistant Supervisor
recruited = **£66**



Wholesale***	Retail Price	Profit	Additional 13% Bonus	Total Profit
£65.66	£93.82	£28.16	£10.16	£38.32

Example

Retail 4CC at 43% bonus = **£468**
Recruit 2 A/S = **£132**
Team Bonus 5% - 13% on a downline business of 32CCs = **£575**
Total Earnings = **£1,175**

For every 1CC you retail, including your 13% you could earn **£117 profit**

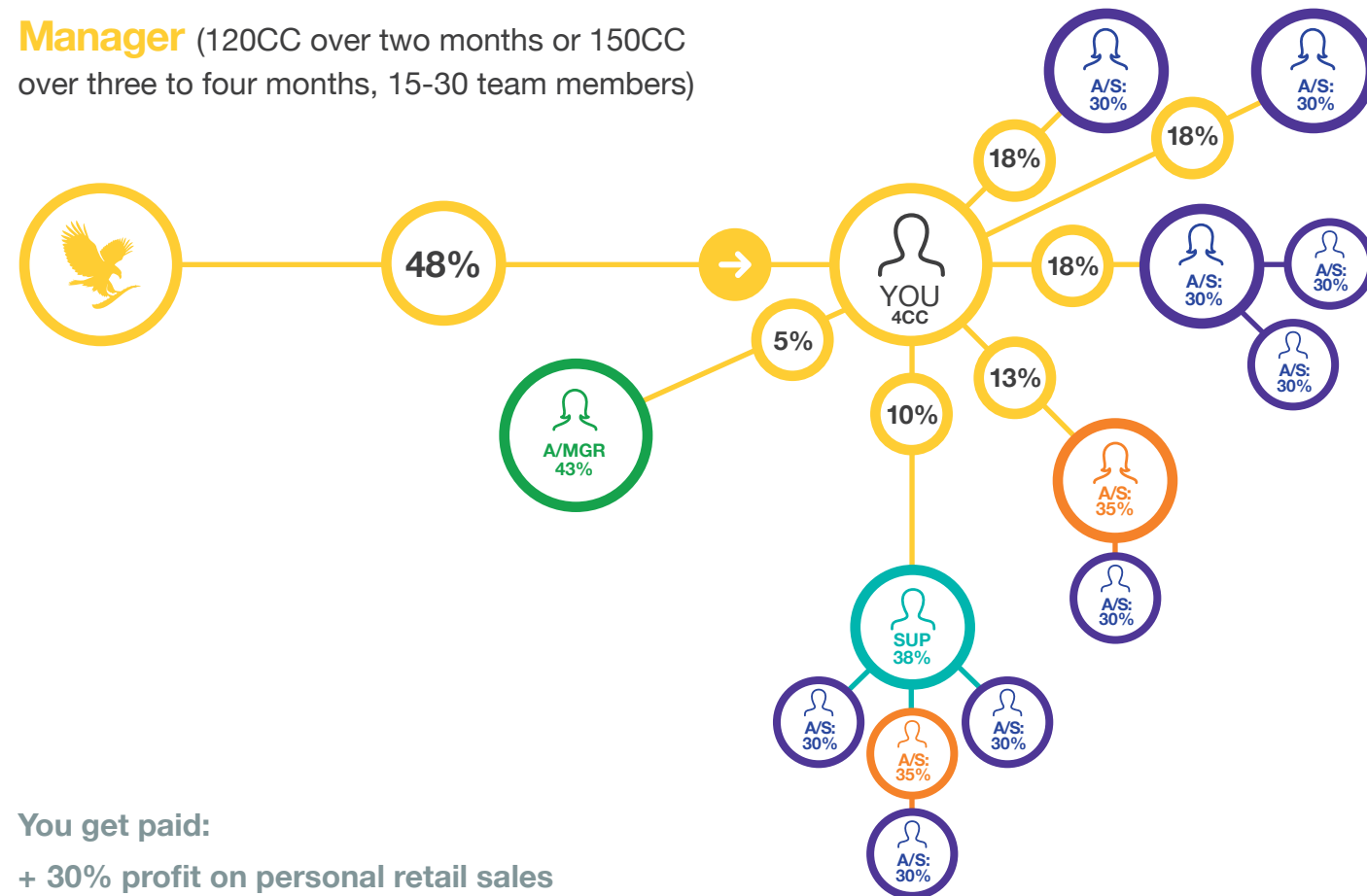
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The profit example is calculated on the average net value of 1CC using the **Forever Marine Collagen**, the profit will vary depending upon product selection. The bonus per Assistant Supervisor has been calculated on a **Starter Pack**.



Consider this: **By sharing the products, opportunity and helping others, you open the door to achieving greatness**

Manager (120CC over two months or 150CC over three to four months, 15-30 team members)



You get paid:

- + 30% profit on personal retail sales
- + 18% Personal Bonus on all personal and retail sales
- + Team Leading Bonus of 5-13%
- + 18% Team Leading Bonus on A/S 30%

Potential earnings
£800-£2,000+ p.c.m.



Product sales
commission per
Assistant Supervisor
recruited = **£75**

	Wholesale***	Retail Price	Profit	Additional 18% Bonus	Total Profit
	£65.66	£93.82	£28.16	£14.07	£42.23

Example

Retail 4CC at 48% Bonus = **£516**

Recruit 2 x A/S = **£150**

Team Bonus 5% - 18% on a downline business of 71CCs = **£1296**

Total Earnings = £1,962

For every 1CC you retail, including your 18% you could earn **£129 profit**

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The bonus per Assistant Supervisor has been calculated on a **Starter Pack**.

What are you prepared to work for?

YOU CHOOSE

Your journey to Manager happens when you plan your success!

6 Month Plan

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
5CC	10CC	20CC	35CC	50CC	70CC
	Supervisor		Assistant Manager	Manager	

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	Month 2	Month 3	Month 4	Month 5	Month 6
5CC	10CC	20CC	35CC	45CC	50CC
	Supervisor				
			Assistant Manager		
		Manager			

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?

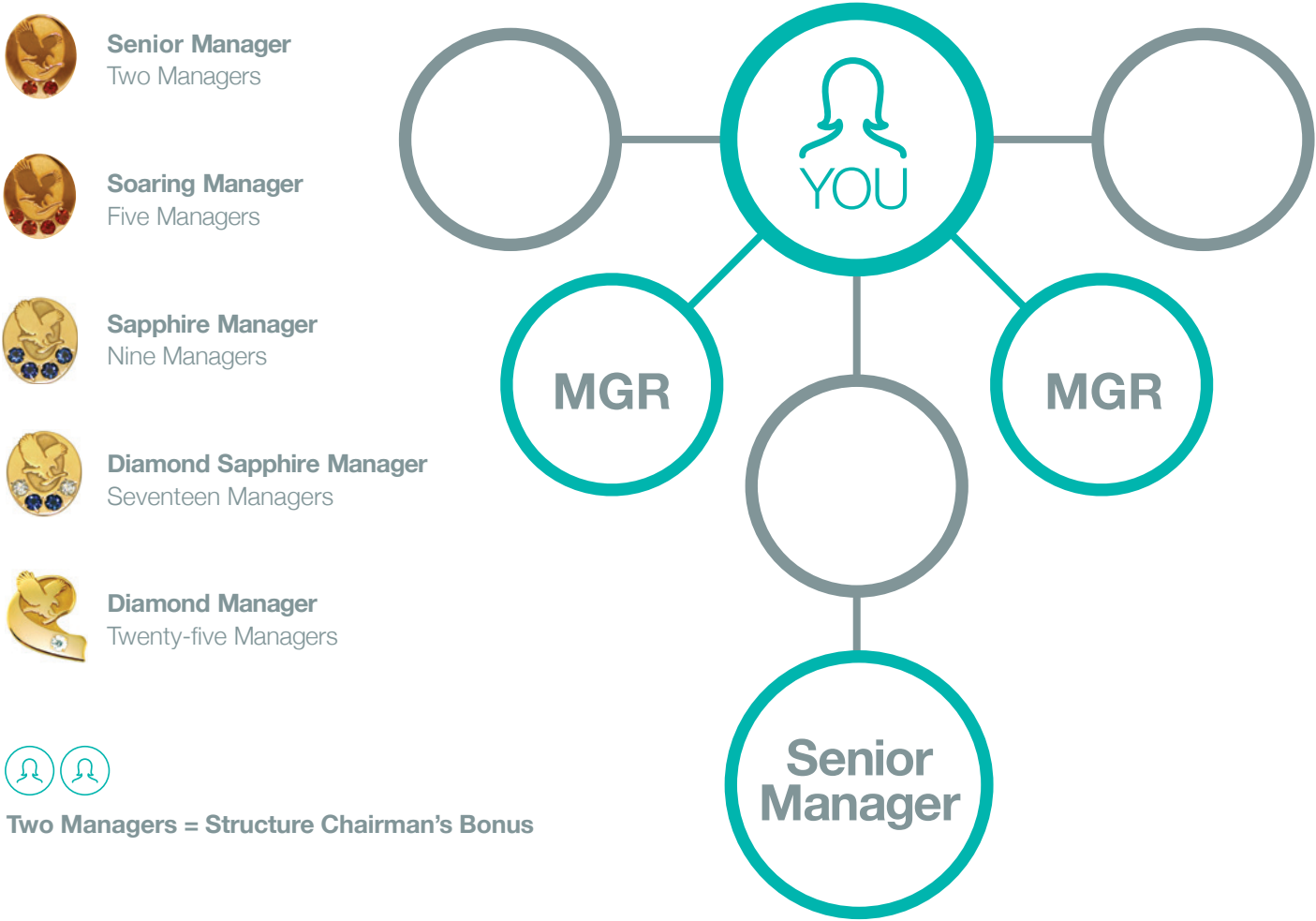
- Recognition
- Own boss
- Forever2Drive
- Time
- Achieve potential
- Self development
- Helping others
- Money
- Travel
- Global Rally
- Personal success
- Chairman's Bonus

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Consider this: By simply duplicating and giving others the opportunity to achieve greatness, you will reap the rewards of your own good will.

SENIOR MANAGER AND BEYOND



Why Senior Manager?

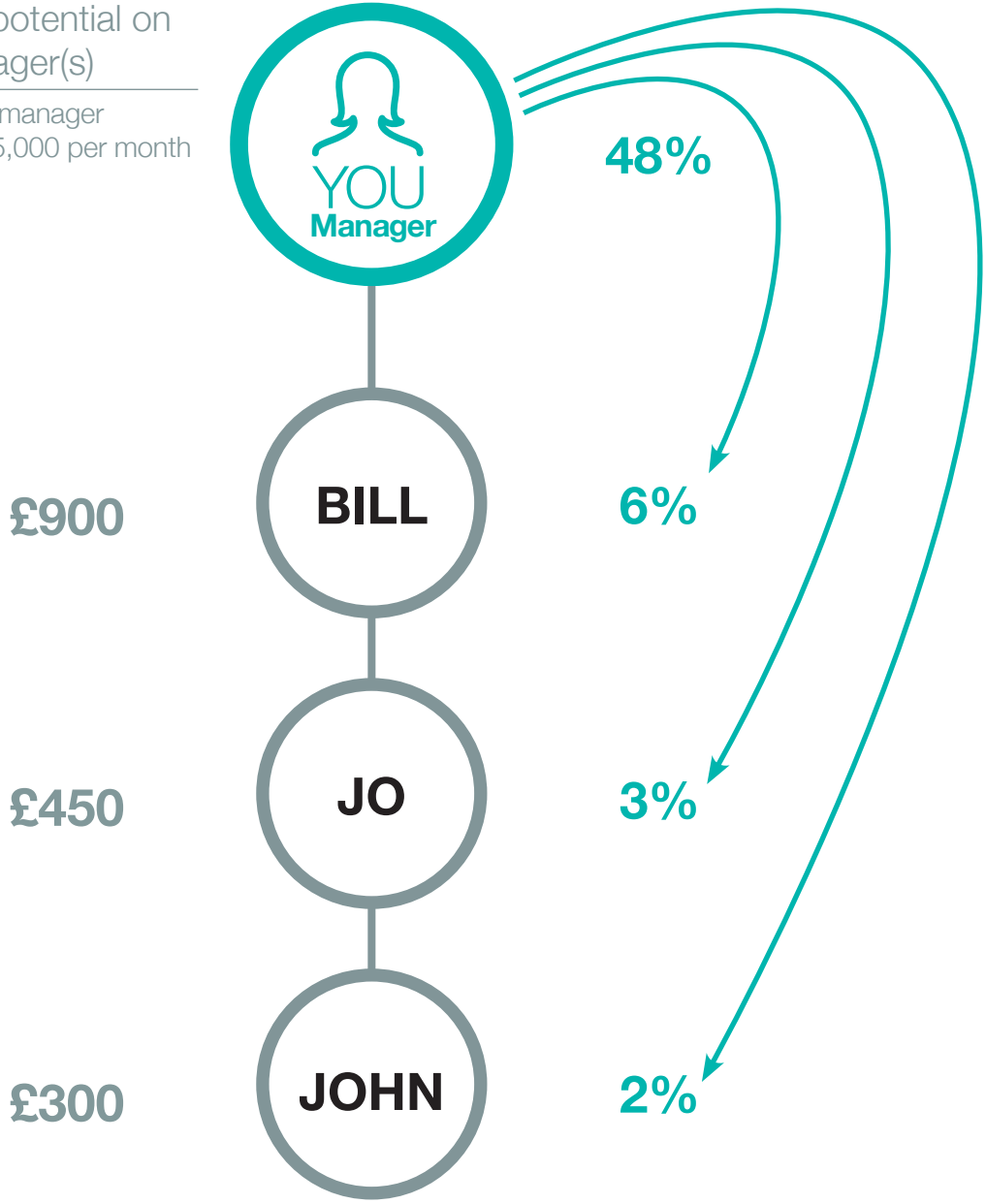
- Chairman's Bonus
- Global Travel
- Eagle Manager
- Forever2Drive

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What are you prepared to work for?

SENIOR MANAGER AND BEYOND

Qualify for Leadership Bonus
and boost earning potential on your downline Manager(s)
Typically based around a manager business turning over £15,000 per month



Consider this: You determine how far you want to go...
What will you start doing today to strive for a better tomorrow?



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 4 Pack

The drinking gel 4 pack combine four drinking gels into one professionally designed package. The 4 pack are available in five varieties: **Forever Aloe Vera Gel**, **Forever Aloe Berry Nectar**, **Forever Aloe Peaches**, **Forever Aloe Mango** and **Forever Aloe Mixed Gel**.

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 alternatively to an online launch
- + Deliver a 45-60 minute Online 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 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 Form
- + **Start Your Journey Pack**, plus any extra products
- + Product Launch Cards

Setting up:

- + Be ready to set up for your launch at least 30 minutes before
- + No children or pets if possible
- + Light refreshments of your choice
- + Keep the display simple

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 inviting a few friends round or online, 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: / /

Opening the launch:

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

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

[Click here to register as a Forever Business Owner](#)

Skincare Essentials Pack:



Achieve the ultimate skin from within with our Skincare Essentials Pack.

The **Skincare Essentials Pack** has been designed to provide all the essentials needed for an effective skincare routine to really achieve the ultimate skin from within, whilst also sampling a variety of our award-winning skincare product ranges need whilst restricting your calorie intake and achieving your lifestyle goals.

Skincare Essentials Pack:
Code 60086 | £225.00 | 1.081CC

- The pack includes:**
- 1 x **Forever Aloe Vera Gel** (#815)
 - 1 x **Forever Aloe Berry Nectar** (#834)
 - 1 x **Forever Marine Collagen** (#613)
 - 1 x **Logic Balancing Aloe Essence** (#668)
 - 1 x **Logic Balancing Aloe Essence** (#668)
 - 1 x **Hydrating Serum** (#618)
 - 1 x **Deep Moisturising Cream** (#651)
 - 1 x **Logic Soothing Gel Moisturizer** (#669)
 - 1 x **Aloe Lips** (#022)
 - 1 x Literature Pack

Who are the first five people you'd like to share a Skincare Essentials Pack with?

Name:	Name:	Name:
Name:	Name:	

Please note: contents may vary.
These products are also sold separately. For benefits of products contained in the **Skincare Essentials Pack**, please see individual product listings.

C9:



C9 is an expertly-devised cleansing programme. Designed to kick-start the **F.I.T.** programme, cleanse your body and adjust your mindset, **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.

Codes: 475 | 476 | 625 | 626 | 629 | 630
£95.22 | 0.447CC

- C9 includes:**
- + **Forever Aloe Vera Gel / Forever Berry Nectar** (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)
 - + Booklet

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

Name:	Name:	Name:
Name:	Name:	

Forever Marine Collagen:



Give your skin the love it deserves

- 3000 mg of highly bio-available liquid premium collagen peptides with type I and a small amount of type II, IV, V, VI, VII, VIII, IX and X
- Contains vitamins A and C and rich in biotin and zinc
- Boasts a tart berry flavour and is packed with beneficial botanicals
- Easy to take and great on-the-go
- Gluten free

Beauty starts from within – and with **Forever Marine Collagen**, you're getting a must-have in any daily skincare routine.

Made for those who want to take care of their skin from the inside out, **Forever Marine Collagen** packs nutrition, vitamins and highly bio-available premium collagen into a handy, easy-to-take sachet.

It tastes great, too, which means you're getting lots of skin-loving goodness in a collagen supplement that goes down a treat.

Forever Marine Collagen:
Code 613 | £65.66 | 0.327CC

Who are the first five people you'd like to share a Forever Marine Collagen with?

Name:	Name:	Name:
Name:	Name:	

Infinite by Forever Advanced Skincare System



Infinite by Forever - a new way to experience aloe.

Infinite by Forever Advanced Skincare System targets ageing from the inside out with a next-generation combination of nature and science. To create this line, our experts found peptides,

natural minerals, botanicals, desert plants and the latest skincare science to not just complement aloe, but enhance its benefits. Every product in this routine was carefully formulated to work together in harmony to reduce the appearance of fine lines and wrinkles, improve the smoothness of skin and support beauty from the inside out. The result is radiant, moisturised and younger-looking skin that feels great all day long.

You'll find these powerful products in every box:

- + **Infinite Hydrating Cleanser**
- + **Infinite Firming Serum**
- + **Infinite Firming Complex**
- + **Infinite Restoring Crème**

Infinite by Forever Advanced Skincare System:
Code 553 | £140.50 | 0.70CC

Who are the first five people you'd like to share Infinite by Forever with?

Name:	Name:	Name:
Name:	Name:	

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 the success you desire.



Two – five contacts a day.



Five – ten contacts a day.



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



Location

Date

Location

Date

Date and venue of the next Online Event:

Location

Date

Location

Date

Date and venue of other trainings:

Location

Date

Location

Date

FIRST STEPS TO MANAGER

Your first five key people

Who do you know who...

- + wants more money/time?
- + wants more security/flexibility
- + wants to find a work life balance
- + wants to have a social support network
- + has a great attitude
- + is open minded
- + you would like to work with



Name 1:

Name 2:

.....
.....

.....
.....

Name 3:

Name 4:

.....
.....

.....
.....

Name 5:

.....
.....

Notes



Repeating this small process monthly, builds greatness

Develop your 300 – 1,000+ name list.

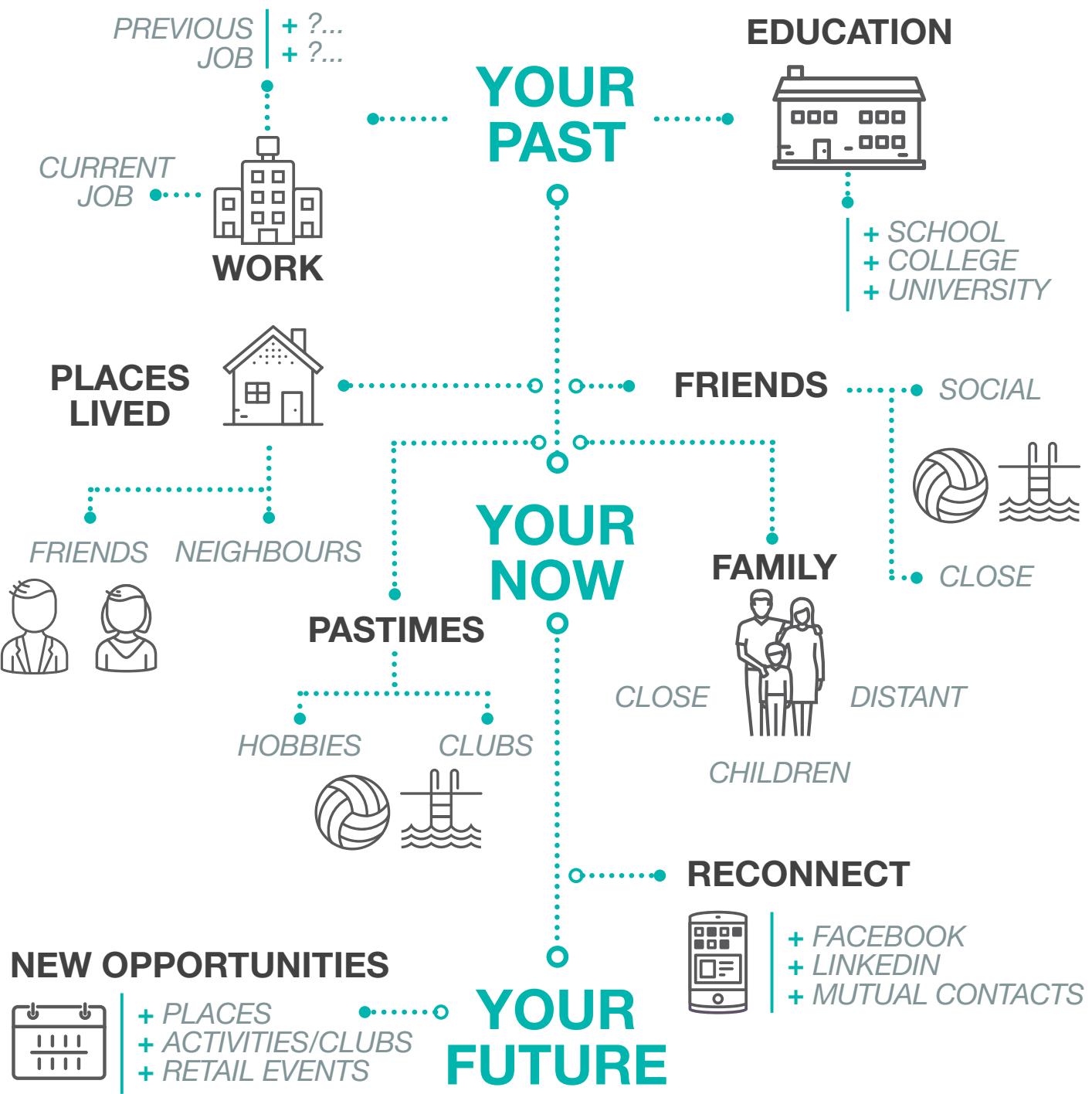
What are you prepared to work for?



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...



What are you prepared to work for?

Who do you know on...

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

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

- | | | | |
|----------------------------|--|----------------------------|--------------------------------|
| + Accountant | + Drone Operator | + Lorry Driver | + Special Education Specialist |
| + Actor | + E-commerce Seller | + Massage Therapist | + Store Manager |
| + Acupuncturist | + Editor | + Mechanic | + Supply Chain Manager |
| + AI/ML Engineer | + Educational Consultant | + Mental Health Counsellor | + Surgeon |
| + Animal Shelter Worker | + Electrician | + Musician | + Sustainability Consultant |
| + Animator | + Engineer (Civil, Mechanical, Electrical, etc.) | + Nurse | + Tailor |
| + Armed Forces | + Entrepreneur | + Occupational Therapist | + Tax Advisor |
| + Aromatherapist | + Environmental Health Officer | + Online Course Creator | + Teacher |
| + Art Director | + Environmental Scientist | + Optician | + Teaching Assistant |
| + Auditor | + Ethical Hacker | + Painter/Decorator | + Tech Support |
| + Barista | + Event Planner | + Paramedic | + Tour Guide |
| + Bartender | + Farmer | + Personal Trainer | + Train Operator |
| + Biologist | + Financial Analyst | + Pharmacist | + Travel Agent |
| + Blockchain Developer | + Firefighter | + Photographer | + Tutor |
| + Builder | + Game Developer | + Physicist | + University Lecturer |
| + Business Consultant | + Gardener | + Physiotherapist | + Upholsterer |
| + Carpenter | + Geologist | + Plumber | + UX/UI Designer |
| + Chef | + Graphic Designer | + Podcaster | + Veterinarian |
| + Chemist | + HR Specialist | + Police Officer | + Videographer |
| + Chiropractor | + HVAC Technician | + Project Manager | + Virtual Assistant |
| + Civil Servant | + Horticulturist | + Psychologist | + Voiceover Artist |
| + Cloud Engineer | + Hotel Manager | + Radiographer | + Waiter/Waitress |
| + Conservationist | + Illustrator | + Real Estate Agent | + Warehouse Operative |
| + Content Creator | + Influencer | + Receptionist | + Web Designer |
| + Content Producer | + Insurance Broker | + Recruiter | + Wedding Planner |
| + Corporate Trainer | + Investment Banker | + Remote Customer Support | + Welder |
| + Cybersecurity Specialist | + IT Support Technician | + Research Scientist | + Wellness Coach |
| + Data Analyst | + Journalist | + Retail Assistant | + Writer/Author |
| + Delivery Driver | + Lab Technician | + Roofer | + Zookeeper |
| + Dentist | + Landscaper | + SEO Specialist | |
| + Dietitian | + Life Coach | + Social Media Manager | |
| + Digital Marketer | + Logistics Coordinator | + Social Worker | |
| + Doctor | | + Software Developer | |
| + Dog Trainer | | | |



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

300 – 1,000+ LIST – WHO DO I KNOW?

[illegible]

**Print off blank pages from flpuk.info/fstmworksheet
and complete 300 - 1,000+ names**

300 – 1,000+ LIST – WHO DO I KNOW?

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				one2one	
Personality	☒	Self-employed / Business Owner	☐	Caring	☐	Professional	☐	Well connected	
	☐	Open-minded / Positive	☐	Outgoing	☐	Ambitious	☐	Confident	
	☐	Dissatisfied	☐	People person	☒	Successful	☒	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.

Called on 5th September - currently working on a big project.

Joanne asked me to call back on 9th Sept.

Joanne has confirmed she is definitely interested in the products



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	☐	Self-employed / Business Owner	☐	Caring	☐	Professional	☐	Well connected
	☐	Open-minded / Positive	☐	Outgoing	☐	Ambitious	☐	Confident
	☐	Dissatisfied	☐	People person	☐	Successful	☐	Local

Notes



Print off blank pages from flpuk.info/fstmworksheet and complete your first 15 profiles



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

MAKING A CONNECTION

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.

- + The goal is to make a connection & get a response
- + Keep it brief
- + Think “What’s in it for them?”
- + Remember your objective

Keep it simple. **We are giving an ‘invitation’ not a ‘presentation’.**

How to make an effective call?

Below are several different ways to engage with your caller. Choose which works best for you, remembering to be authentic. Use your own words and tone to project your energy and passion.

01

- + Hi how are you? Is it a good time?
- + Hi, so good to hear your voice after such a long time. How are you?
- + Hi, can you chat for a second?

02

- + We are all living in such challenging and uncertain times right now that I am so grateful to be working with an amazing company that is experiencing tremendous growth and I would love to share some info to see if it could benefit you.
- + I’ve got an idea I want to share as I think it will interest you
- + I’ve just started doing some work with an amazing company in the health & wellness sector and wanted to share it with you.

03

- + 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).*
- + I’m 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. extra income, work online from home, extra security, time, freedom, work-life balance, stability).*

04

- + 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.

05

- What I’d like to do is:
- + Get together for a coffee and show you some information, we only need about 30 minutes.
 - + Take you through some information online, we only need about 30 minutes. Is that good for you?
 - + Send you a link to a video which will give you an insight into who we are and what we do. (Agree a time to follow up)
 - + Send you a link to a website to have a look at; (Agree a time to follow up)

Familiarise yourself with ‘The next step is... e.g. One2One or send some information. After the One2One, the next step is the Business Presentation. After seeing a video or website, follow-up to arrange the next step... the Business Presentation.

How to send an effective message?

Below are several different ways to engage with your prospect. Choose which works best for you. Be authentic, use your own words and tone to project your energy and passion. In cases where you normally chat by messenger or have not connected for some time it’s a great idea to send a message or voice message to arrange a short call so they can hear your excitement about your new business and what it can offer them.

01

- + Hi Chris are you around later or tomorrow for a quick catch up? I want to run something by you?

02

- + Hey Julie it’s been a while since we last connected. You crossed my mind recently and I wondered how you and the family were doing. I hope you’re all well. Are you around later or tomorrow for a catch up? I would love to run something exciting by you. Speak soon.

Make your messages personal by referring to their profile. Remember we want to make a connection not just make contact. Simply copy and pasting a standard message will not give you successful results.

Making new connections and expanding your network. Learning how to be comfortable engaging with people.

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.

Message:

Hi Claire, hope you had a great time away! The photos on Facebook looked like you had lots of fun. I have something really exciting to share with you. When is a good time to call?

Or

If you know what will inspire your friend, this is the perfect question for them.

Hey Mike, how are you doing?

A quick question for you:

If I could show you how to earn an extra £500 a month, working from home online would you be interested?

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

If I could show you how to replace your income working safely and flexibly from home around your other commitments, would you be interested?

Great! When’s the best time to have a chat?

Show a genuine interest in people by asking questions to identify a challenge or a passion that person may have that Forever can help with.

Never miss an opportunity when you are socially 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 connect on social media or swap mobile numbers.

What are you prepared to work for?



Consider this: Identify the wants and needs of your prospect and match them with what Forever has to offer.

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 plus track record and are cash-rich and debt free.”
- + “In the UK we have a multi-million pound turnover.”
- + “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.”

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:

When engaging with people, you will get asked questions such as “Is it selling?”, “Is it pyramid selling?”, “I haven’t got time.” These are all simple and very relevant questions. Work with your upline to understand how to answer these questions.

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 join us at 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.”

When to follow-up?

1-3 days after your first message
1-3 days after sending a video or website link

Do not take a lack of response personally. None of us know what is happening in other people’s lives! If no response then follow-up after 14 days letting them know that you understand they must be busy and possibly the timing is not quite right for them at the moment. Move their profile forward and follow-up in 2/3 months, 6/9 months, 9/12 months as appropriate.

CONTINUE TO BUILD YOUR LIST. PROFILE & CONNECT

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. 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 send a Facebook or Whatsapp message, connect 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, ask them to view a website or to show them the products? Be clear on what you want to achieve before you make the connection.

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 connection, and track your prospect from the moment you share information through to registration as an Assistant Supervisor.

The more people you connect and build a relationship with, the more you will recruit 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	
Joe Bloggs	warm	0123 335 5555	14/01/2024	one2one	17/02/2024	online BP	20/02/2024	20/02/2024	online	Joined
Ben Jones	cold	01234 56789	14/01/2024	one2one						Not right time, contact in March
Samantha Williams	warm	07123 45678	16/01/2024	one2one	22/01/2024	online BP	01/02/2024	03/02/2024	online	Keen - follow up in two months
James Saville	warm	07956 78910	18/01/2024	video						Keen - full time job uncertain call back in one month
Clare Wright	warm	07109 87654	18/01/2024	video						Interested but busy call back in three months
Martin James	Cold	07922 33489	19/01/2024	one2one	21/01/2024	online BP				Business is not right for Martin
Sarah Wood	warm	01234 987654	20/01/2024	one2one	28/01/2024	online BP				Interested but busy call back in two months
Amy Rhones	warm	07489 263212	20/01/2024	video	25/01/2024	online BP	08/02/2024	14/02/2024	online	Joined

Joined

Take action:



Make contact.



Plan time with your sponsor.



Develop your profile list.



Would you use it?



Would you use it?





Would you use it?



Who do you know who would use it?



Would you use it?



who would use it?



Would you use it?



who would use it?



Would you use it?



Who do you know who would use it?



Would you use it?



Would you use it?



**Who do you know
who would use it?**



Would you use it?

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!

Claire and Gary Massie



Claire started her business in January 2014 whilst on maternity leave from a career in education...

I had been searching for a way for me to be a full-time mum but not have to compromise on lifestyle. I suppose when I look back, I also knew I craved success, financial independence and that I wanted to set a great example for my children.

Very quickly I had developed an income that gave me the confidence in myself and belief in the company that I could develop a serious career with Forever and I made the decision not to return to work at the end of my maternity leave in June 2014. In fact, six months in and I was earning more than my full-time monthly wage, working part time around my daughter.

This wasn’t without a very sceptical start. Network marketing was new to me and seeing for myself that I could, in fact, develop a serious career, as well as feeling fulfilled as a mum, made me feel both excited and sceptical. I could see others developing successful businesses so I developed the attitude that if they can, maybe with some work on myself then I could too!

My passion is to help others to see the potential in the Marketing Plan and help them to learn the skills necessary to make the changes they’re looking to make to their lives. I’m a very proud Network Marketing Professional and am really excited about the future not only for our family but for the people we work alongside and the industry as a whole.

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!

Aine French



I started my business in March 2015.

Life had thrown a curveball, and with no plan B, I jumped at the opportunity to try something new something that would allow me to be present, which was the most important thing after finding myself a single mum of four young kids.

Within a few short months of joining, I found the courage to walk away from my beautiful home. It was the most difficult moment of my life, but I knew I had to show my children that I was stronger than what was happening to us. I was apprehensive of course I was, but I knew it was something I had to do.

In those early days, I watched others cross the stage, listening to their stories and their success and something shifted in me a fire reignited in me the same fire I once knew as a young sportsperson when I excelled to a level others could only dream of in my chosen sport. That spark drove me forward.

I didn’t just grow a business and an income; I grew as a person. I rediscovered the belief I once had as a young girl. With that renewed passion, I was able to help others while showing my children that you are more than what happens to you.

Today, I am a proud network marketing business owner. Ten years after starting this journey, I held the keys to my very own home, a promise I made to my children and to myself. That moment is one I could relive every day for the rest of my life.

Ten years on, even though my kids have all grown up, I’m just as excited for the future as I was on the very first day. I’m setting new goals, making new plans, and continuing to share this business with passion, knowing that it has the power to change lives. That’s my greatest joy

Individual results may vary. Forever makes no guarantees on income or success. Your success depends on your effort, commitment, skill, and leadership abilities, and how effectively you exercise those qualities.

What are you prepared to work for?

Individual results may vary. Forever makes no guarantees on income or success. Your success depends on your effort, commitment, skill, and leadership abilities, and how effectively you exercise those qualities.



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



I believe a key driver in those who succeed is the ability to change. For me, change is about being able to evolve and try new things that help us grow and develop. And all this makes the ability to change crucial when it comes to succeeding in the Forever world.

Something that excites me most about Forever is you can achieve amazing things for yourself and for your family. But to do it, you have to be ready for change: whether it's a change in mindset, a change in approaching the way we communicate, or a change in how we motivate others.

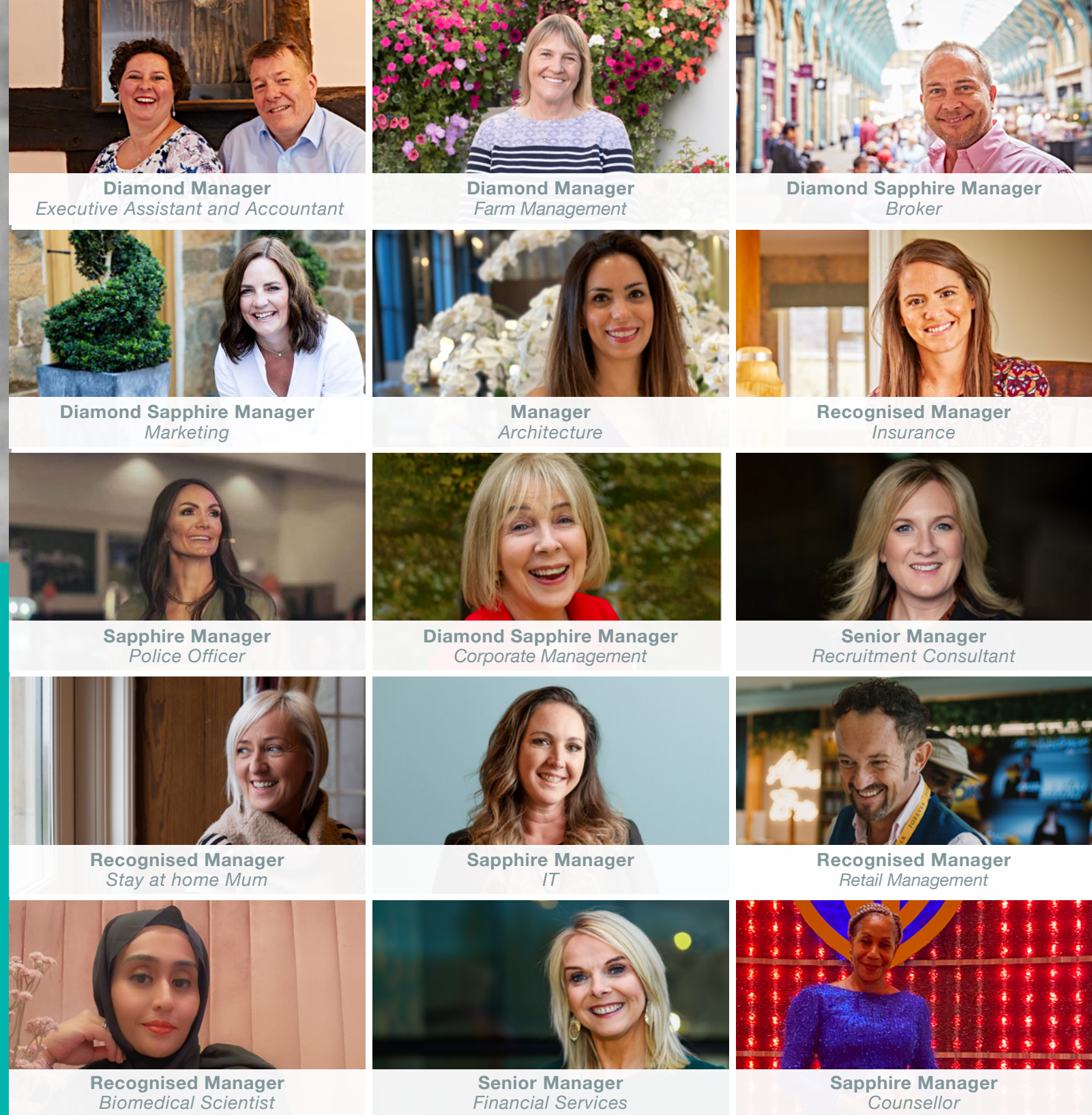
Hearing about your journey with Forever shows how we are here for such a great cause; one that will help others reach their true potential. So, as you progress and build your business, remember to support your team, be ready for change and – most importantly – be the kind of leader you would look up to.

I cannot wait to see where Forever takes you – and with your commitment and dedication, why not set your sights on qualifying for Eagle Managers' Retreat or Global Rally and Chairman's Bonus?

Together we are stronger. I look forward to seeing what you go on to achieve.

Michael

Michael Vittoroulis
Director of Sales: UK, Ireland and Iceland



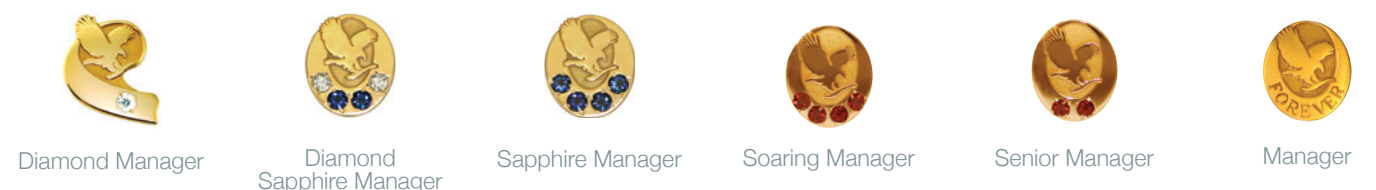
“Success in Forever comes from learning how to do simple things well and often. Ours has, and yours can too; simply decide to become a Manager and then learn how to coach others to do the same.

Enjoy your journey.”

Jayne Leach,
Diamond Manager & Global Leadership Team

Everyone in Forever has their own unique story, their own goals and their own reason for joining. These people are the Faces of Forever.

To view the stories please go to www.facesofforever.co.uk





NOTES

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NOTES

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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 FOREVER BUSINESS OWNERS.”



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.

foreverliving.com

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