

Teach2Reach Planning System



The 5 Pillars of Success

Personal Use • Retailing • Sponsoring • Coaching • Personal Development

Your First 60 Days

Dear Distributor,

At Forever I believe we offer the best Marketing Plan within the Direct Selling Industry, it rewards you for your hard work and commitment in 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. Don't forget the phrase "Shoot for the moon and if you miss, you will still end up amongst the stars".



Planning is a key ingredient of success. It is a sad fact that most people spend more time planning their annual holiday, than planning their future. Take the time to work with your Sponsor and fully understand this Teach2Reach Planning System. Set your goals and plan how to achieve them using the 7 Day Plan. It's all on offer to you, so why not start right now, there really has never been a better time. Be persistent and consistent. Lead by example.

I truly wish you all the best and look forward to meeting you many times on your journey of success with Forever.

A handwritten signature in black ink, appearing to read 'Bob Parker'. The signature is stylized and fluid, with a large, sweeping initial 'B'.

Bob Parker
Managing Director

"Plan for the future, because that is where you are going to spend the rest of your life"
Mark Twain

Teach2Reach Planning System



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Your First 60 Days

Date Name ID No

Sponsor name: Phone number:

Upline Manager Phone number:

Team Website User Name Password

Area No. ADD

Your First 60 Days

<p>Meeting 1</p> <ul style="list-style-type: none"> <input type="checkbox"/> Your WHY <input type="checkbox"/> Link WHY to Marketing Plan <input type="checkbox"/> Importance of 4 CC <input type="checkbox"/> Understand the NDP <input type="checkbox"/> How to Develop 20/30 Customers <input type="checkbox"/> The Importance of PUPP's <input type="checkbox"/> Launch Dates (x4) <input type="checkbox"/> Understand the Forever Cycle <input type="checkbox"/> Plan for Supervisor <input type="checkbox"/> Recommend Next Training <input type="checkbox"/> Prepare 7 Day Plan <input type="checkbox"/> Date of Next Meeting 	<p>Meeting 2</p> <ul style="list-style-type: none"> <input type="checkbox"/> Review Last Meeting Including 7 Day Plan/ Personal Use/Retailing/Launch Details <input type="checkbox"/> Discuss Importance of Customer Care <input type="checkbox"/> Recap Forever Cycle <input type="checkbox"/> Review 100+ List (expand if necessary) <input type="checkbox"/> Profile First Prospects <input type="checkbox"/> Example Call Scripts <input type="checkbox"/> Introduce Pipeline/Activity Tracking <input type="checkbox"/> Book One-to-One Time <input type="checkbox"/> Review Supervisor Plan (base month) <input type="checkbox"/> Confirm Next Training <input type="checkbox"/> 7 Day Plan <input type="checkbox"/> Date of Next Meeting
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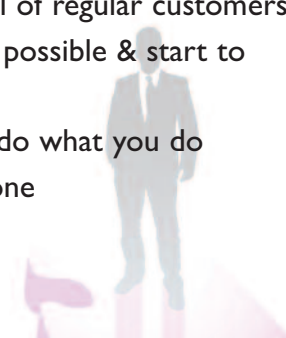
<p>Meeting 3</p> <ul style="list-style-type: none"> <input type="checkbox"/> Review Last Meeting Including 7 Day Plan/ Personal Use/Retailing/100+ List/Activity Tracking <input type="checkbox"/> Revisit your WHY <input type="checkbox"/> Review Supervisor Plan (base month) <input type="checkbox"/> Recommend Next Training/Book/CD <input type="checkbox"/> 7 Day Plan <input type="checkbox"/> Date of Next Meeting 	<p>Month 2</p> <ul style="list-style-type: none"> <input type="checkbox"/> Plan for Supervisor (qualifying month) <input type="checkbox"/> Introduce Volume Mapping to Manager & Beyond <input type="checkbox"/> 7 Day Plan <input type="checkbox"/> Recommend Next Training/Book/CD <input type="checkbox"/> Date of Next Meeting
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You will achieve rapid success in your new Forever business, if you focus on just a few key activities during the first 60 days. The more activity you do - the greater the results! The faster you work through the above meeting plans - the faster the results! Please take time to really understand what you need to do, by working through each topic with the person who introduced you to Forever. Then just do it!

Success in Forever is dependent on the 5 Pillars, so in your first 60 days:

1. Use as many of the products as possible, to experience their benefits
2. Share the products with as many people as possible, to develop a handful of regular customers
3. Share the amazing Forever business opportunity with as many people as possible & start to build your team
4. Teach others how to follow our proven business building system and to do what you do
5. Personally develop your skills and learn to enjoy exiting your comfort zone

With Forever, if you can dream it - you can do it!



Your WHY...

Consider what you want to achieve in the short-term. Say in 6 months - look then to 12 months and long-term. For example £2000 - how would you spend it? If you had more time.. what would you do? If you had peace of mind.....

PERSONAL



SHORT-TERM

LONG-TERM

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FAMILY



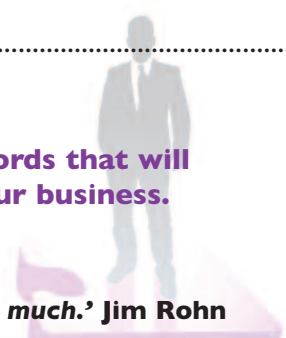
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BUSINESS



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Give serious consideration to what you're prepared to work for! Start to develop your own personal 'dream book' of images and words that will excite and inspire you to take action and responsibility to grow your business.



'Don't set your goals too low. If you don't need much you won't become much.' Jim Rohn

Teach2Reach Your Why

Personal Use • Retailing • Sponsoring • Coaching • Personal Development

Understanding Case Credits

What position in the Forever Marketing Plan do you need to achieve to realise your goals?

What is a Case Credit (CC)?

Forever's internal company currency (like the Euro)

What is 1 CC worth?

- Approximately £141 wholesale
- Approximately £200 retail



Why is 4 CC so important?

- It's the foundation stone or building block of our business
- Creates immediate income
- You will be paid your Team Building Bonus

How do I achieve 4 CC?

- Use the products
- Develop Customers
- Build a team

The Opportunity

How do YOU get to Supervisor?

New Distributor

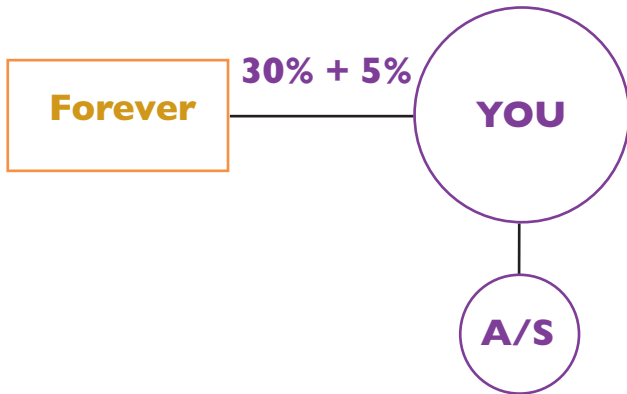


NDP = 2 CC



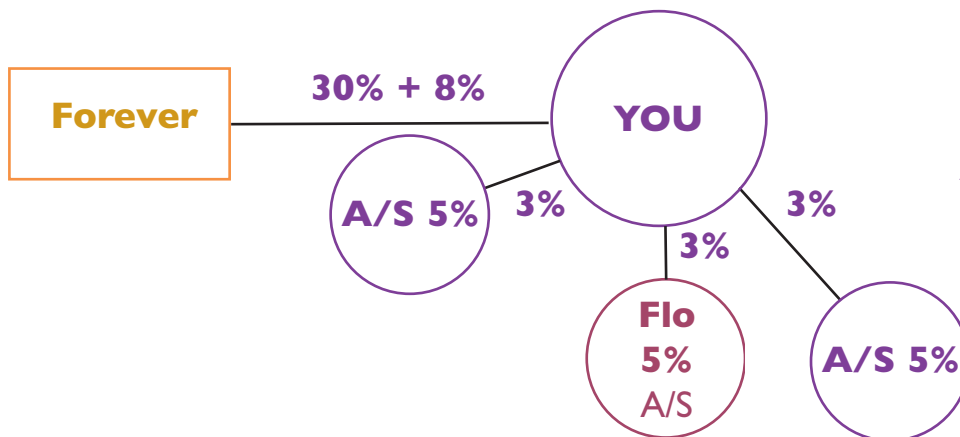
The Opportunity

Assistant Supervisor (2 CC)



**SPONSORING
BONUS PER
A/S = £39**

Supervisor (25 CC over 2 month) you do 4 CC, and show 3 others how to do the same



**SPONSORING
BONUS PER
A/S = £45**

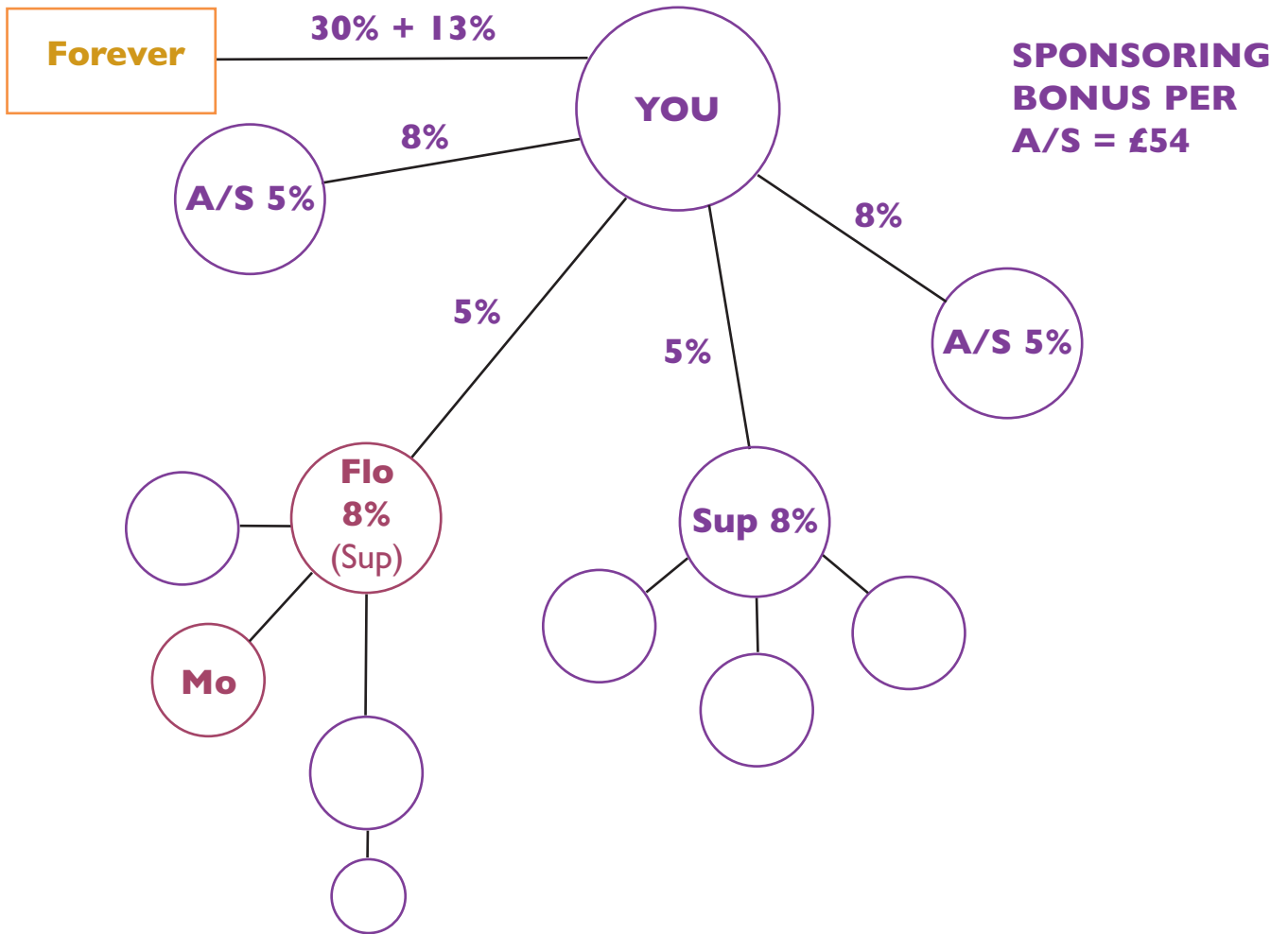
Typically 3-5 in a team £250 p.m. +



The Opportunity

How do YOU get to Assistant Manager?

Assistant Manager (75 CC over 2 months)



Typically 10-15 in a team £600 p.m. +

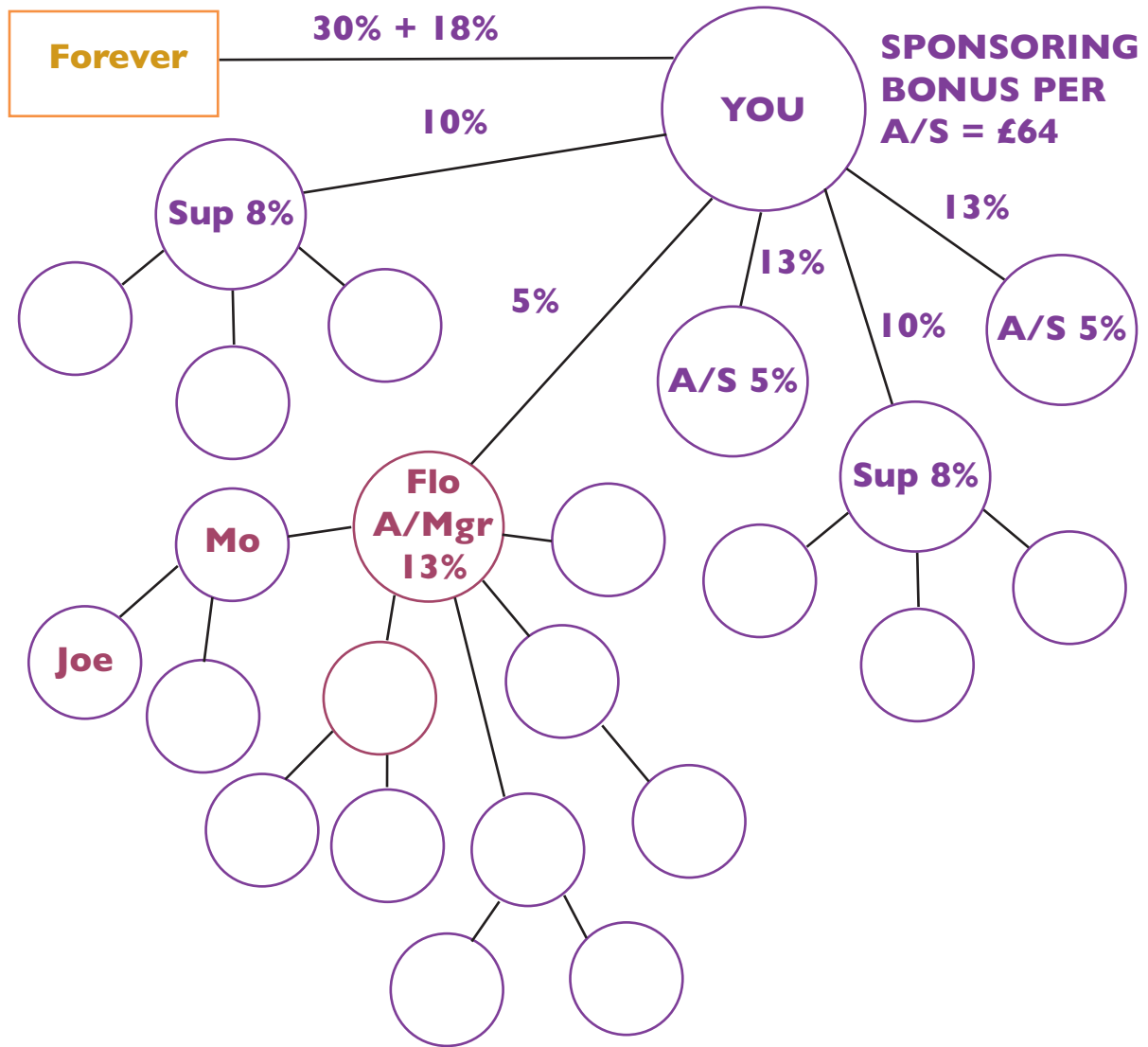
NETWORK DUPLICATION HAS BEGUN!



The Opportunity

How do YOU get to Manager?

Manager (120 CC over 2 months)



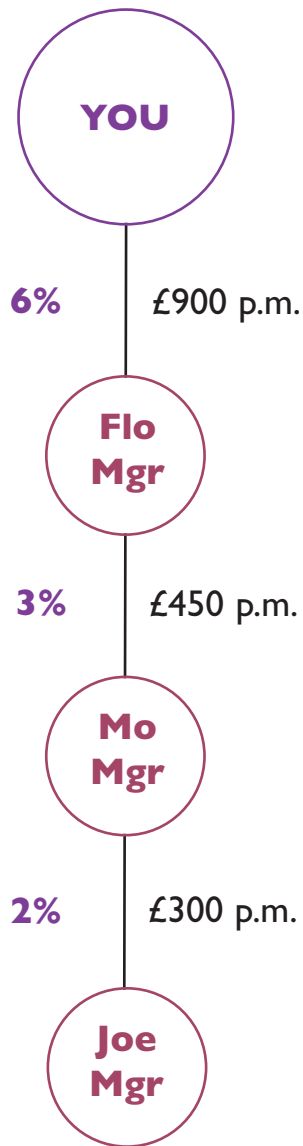
Typically 15-25 in a team £800 - £2000 p.m.

Why Manager?

- freedom
- mortgage
- achieve potential
- time
- helping others
- peace of mind
- self development
- own boss
- money
- recognition
- school fees
- pension

Building on Your Success

Royalty Income



Royalty Bonus £1,650 p.m.

Imagine if YOU had 5 lines of Managers

Average Manager Turnover:

£15,000 p.m.

30 people x £500 p.m.

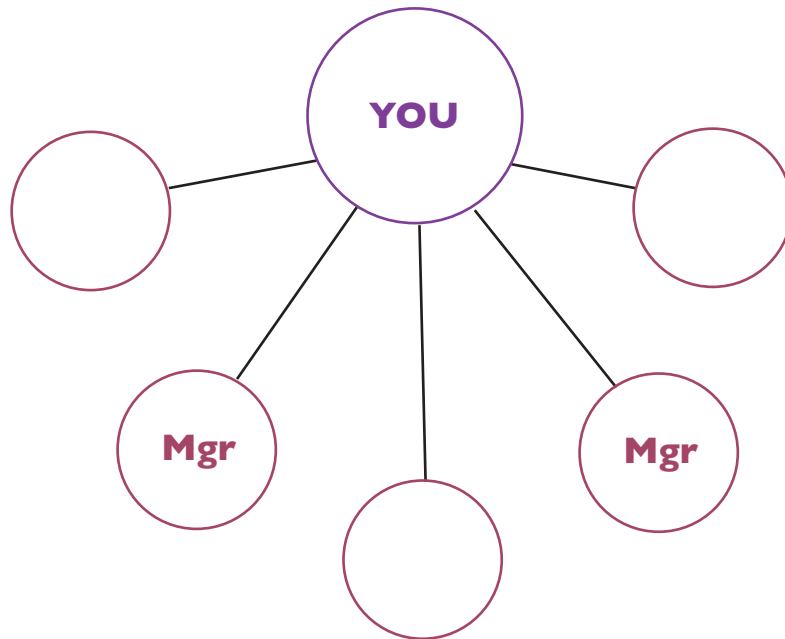


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Building on Your Success

Senior Manager



Senior Manager

Typically £29,000 - £61,000 p.a.

Why Senior Manager?

global travel
eagle manager
car plan
royalty income
global profit sharing

Soaring Manager – 5 Managers - £45,000 - £104,000 p.a

Sapphire Manager – 9 Managers - £75,000 - £168,000 p.a

Diamond Sapphire Manager – 17 Managers - £140,000 - £288,000 p.a

Diamond Manager – 25 Managers - £350,000 + p.a

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What We Do? - 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 you can experience the whole range.

2. Develop Customers

Developing a regular Customer base is an essential part of developing a successful business.

Methods of Retailing (go to reference section for further information)

3. Business / Product Launches

Venue Date

Venue Date

Venue Date

Venue Date

4. PUPP Drops



An essential tool to build your Customer base quickly. We recommend you purchase 2 - 4 PUPP's as soon as possible. The PUPP contains a selection of products neatly packaged in a small personal use pack. Include additional products and literature to suit the needs of the individual. This box can be left with your prospect to allow them to evaluate the products and the business. Who do I want to share my PUPP with?

- 1 2
- 3 4

5. NDP Show - Who do you know that would like to look at the product range?

TTP - Talk To People, never miss an opportunity!

Building a Team (How to Sponsor People)

The Forever Business Building Cycle



Speed is of the essence and sponsoring 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, over the first 12 months, to create momentum by sharing the opportunity with as many people as possible. This will create the energy, excitement and success you desire.

Part-time 2 - 5 contacts a day • Full-time 10+ contacts a day

Date and venue of your local Business Presentation(s)

Venue	Date
Venue	Date
Venue	Date
Venue	Date

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Base Month

Achieve Manager in 4-6 Months

Objective: To achieve Supervisor in 6/8 weeks - 25 CC

Base Month

8 to 10 CC

You Retail
5 to 10 CC

Recruiting
2 to 6 CC

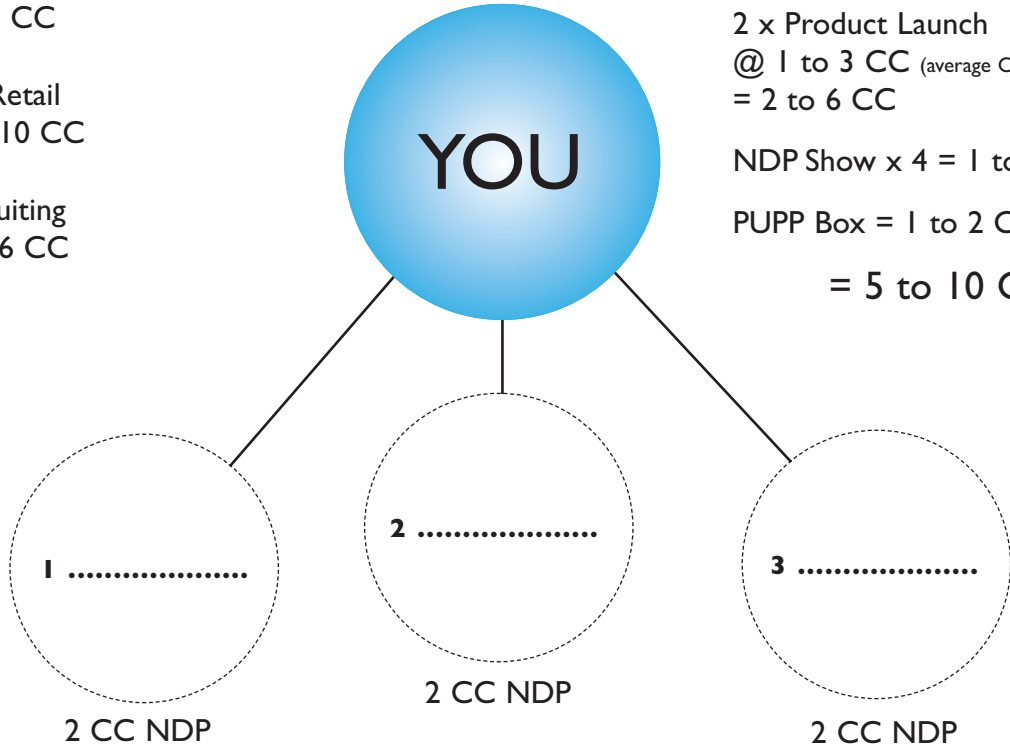
You Retail

2 x Product Launch
@ 1 to 3 CC (average CC per launch)
= 2 to 6 CC

NDP Show x 4 = 1 to 2 CC

PUPP Box = 1 to 2 CC

= 5 to 10 CC Retail



Notes

Develop your 'Who Do You Know' List to 100+ names
Use memory jogger in ref' section

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Base Month

Base month = 8 to 10 CC

Who are the first 3/5 people you are excited about sharing Forever with?

Prospecting Profile 1:

Profile 2:

Profile 3:

Notes

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Qualifying Month

Your Qualifying Month plan - pulling it all together

By now you will have started talking to people about the business, sponsored some new Distributors. You will have had at least a couple of Business/Product Launches and be using more product yourself.

This means that Case Credits are beginning to flow through your own ID number as well as your team.

The objective in the first 60 days is to reach the position of Supervisor as a minimum requirement.

Take the time to map out your activity and your teams activity to make sure that you don't miss any Case Credits and make the most of every opportunity, leaving nothing to chance.

Qualifying Month for Supervisor

15 to 17 CC

Your Retail

2 to 4 CC

Your Recruiting

2 to 6 CC

Your Team

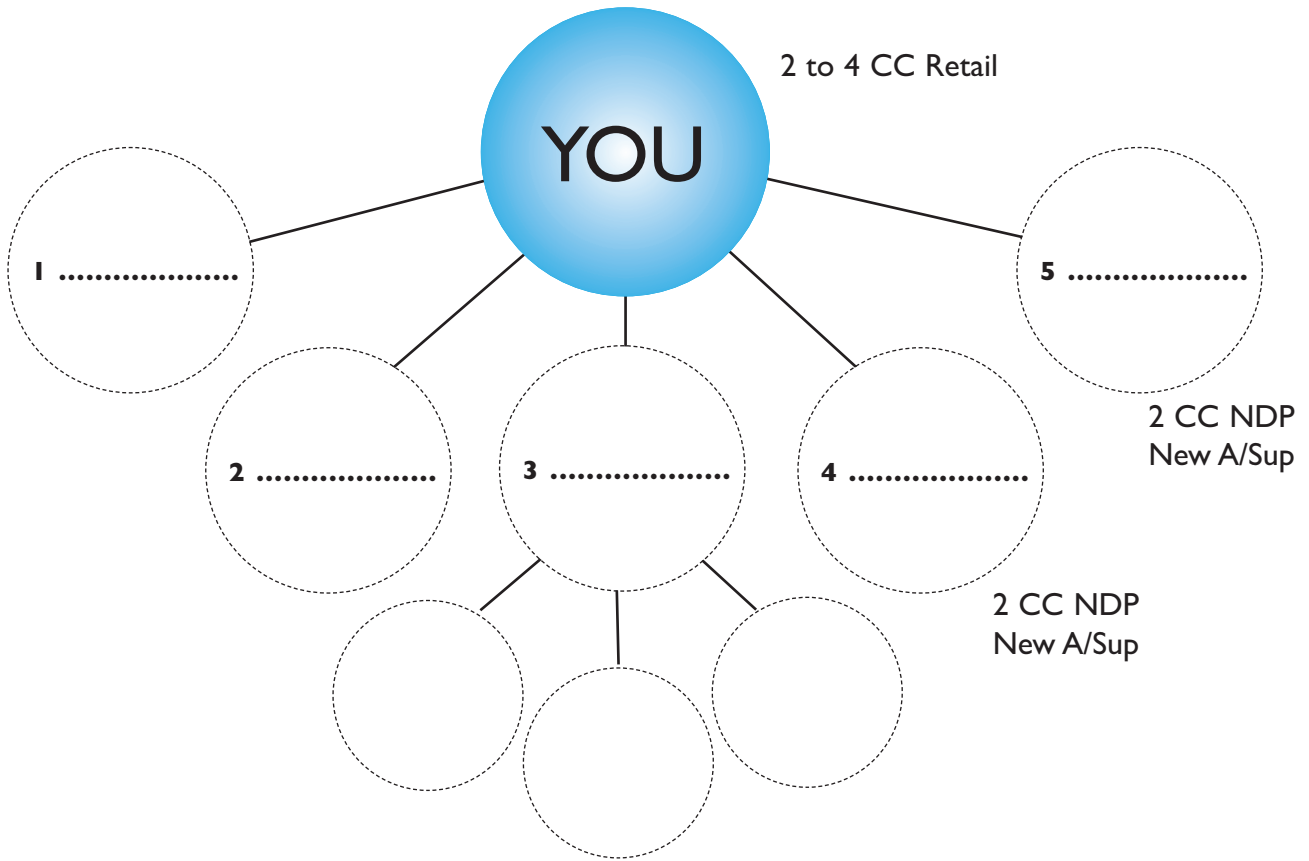
10 to 20 CC

Notes

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Qualifying Month



Qualifying month = 15 to 17 CC

+ 8 to 10 CC (previous month) = 25 CC = **Supervisor**

Notes

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Key Activities

To stay on track to achieve your goals and dreams it is important to 'touch your business' each and every day. The 7 Day Plan allows you and your Sponsor to work closely together to ensure you're focused on the right activity - **prospecting/sponsoring, retailing/personal use and learning the system.**

Things to do...

- Complete 100+ name list** (Use Memory Jogger in Reference Section to help you)
- Start contacting prospects**
- Invite prospects to you your local Business Presentation ASAP**
- Use the products in the New Distributor Pack**
- Start inviting guests to Product Launches**
- Recommend products to everyone you meet**
- Order labels for all your product & literature (www.ablelabels.co.uk)**
- Book tickets to next Success Showcase/Success Express and Core Trainings**
- Subscribe to Forever Knowledge and complete online trainings**
- Register on your team website (if applicable)**

TICK THE BOXES - ACHIEVE YOUR GOALS

Notes

Training and other events... www.foreverknowledge.info Date

Success Showcase/Express.....
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Network Skills.....
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Product & Customer Care.....
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Advisory Board Trainings.....
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Personal Use • Retailing • **Sponsoring** • Coaching • Personal Development

Your Plan to Manager and Beyond

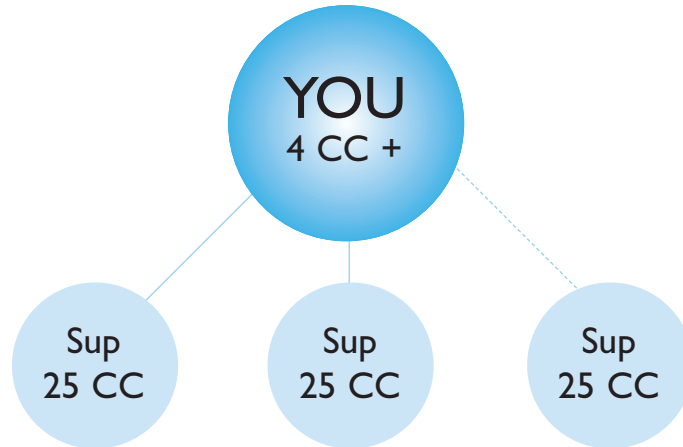
Month 1 to 10 CC

Month 2 to 20 CC

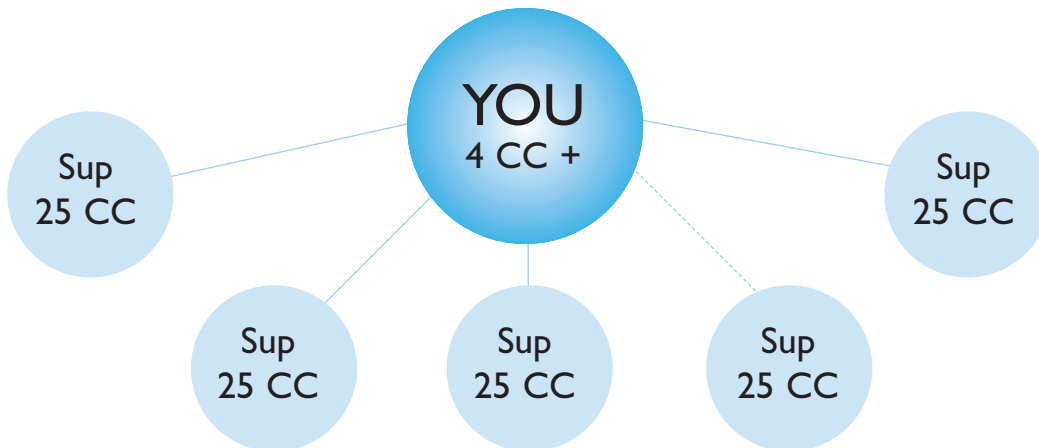
Month 3 to 30 CC

Month 4 to 50 CC

Month 5 to 70 CC = Manager

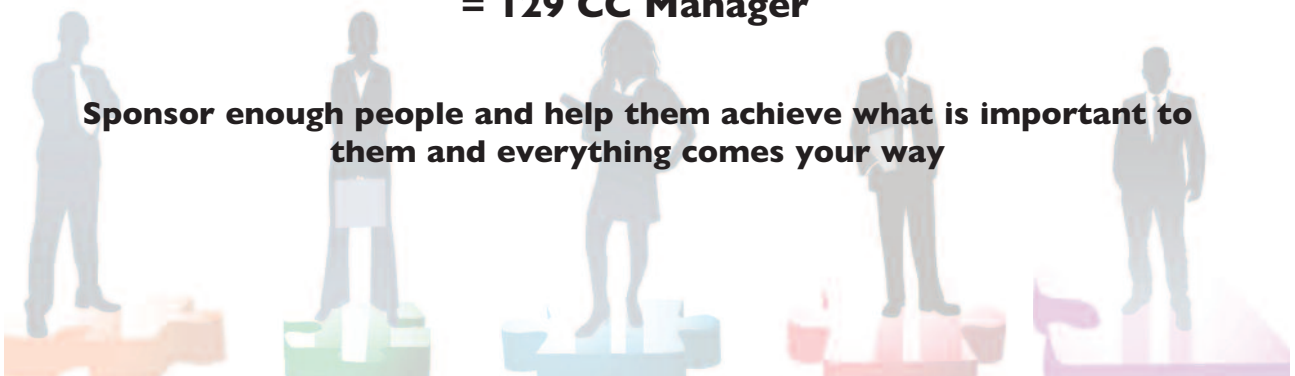


= 79 CC Assistant Manager



= 129 CC Manager

Sponsor enough people and help them achieve what is important to them and everything comes your way



Profiling

Every name on your **WDYKL** is a potential Customer, Distributor or a person that may say 'No' to either right now but 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, taking into account your understanding of their possible needs and wants and how we can best help them with Forever.

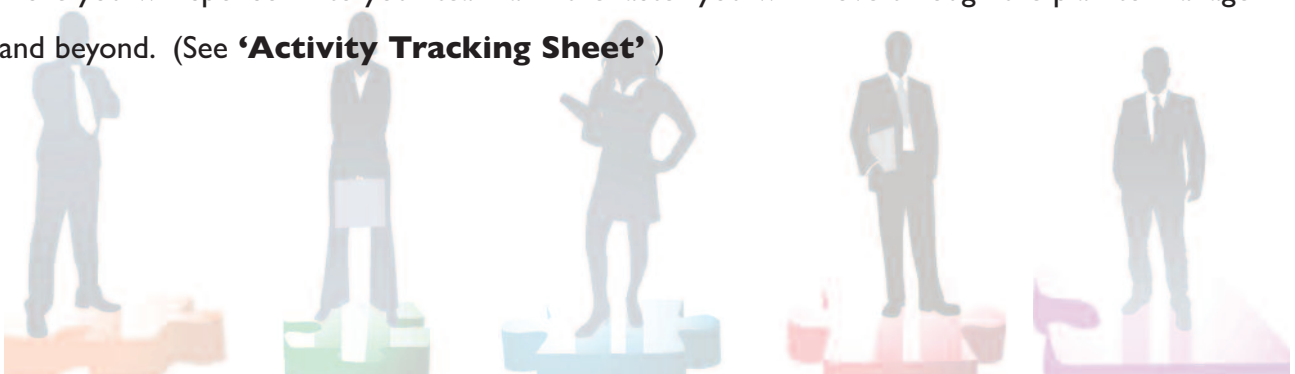
Contact and Show

There are many ways to speak with people about Forever. You can email, send a text message, use social media sites, 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, but more about **letting people hear and feel your excitement** about 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 One-to-One? - is it to send out some information in the post? - is it to send an online DVD or to show the products? Be clear on what you want to achieve before you make the call. (See '**What to Say**' sheet in ref section)

Pipeline and Activity Tracking

So you can monitor your progress against your goals you need to make sure that you are doing enough activity. The **Pipeline Sheet** is designed for you to record each call and track your prospect through to registration as an Assistant Supervisor. The more people you speak with the more you will sponsor into your team and the faster you will move through the plan to Manager and beyond. (See '**Activity Tracking Sheet**')



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Profile Prospect/Customer

Contact Details

Name: Tel:

Email: Mobile:

Address:

.....

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Profile

Occupation: Married/Single/Partner Drives Y/N ..

Age: Children: Ages:

Hot Button:

.....

Personality/Character

<input type="checkbox"/> Self-employed/Business Owner	<input type="checkbox"/> Outgoing	<input type="checkbox"/> People Person
<input type="checkbox"/> Open Minded/Positive	<input type="checkbox"/> Professional	<input type="checkbox"/> Successful
<input type="checkbox"/> Confident	<input type="checkbox"/> Dissatisfied	<input type="checkbox"/> Local
<input type="checkbox"/> Caring	<input type="checkbox"/> Other	

Notes

Date:



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PIPELINE ACTIVITY TRACKER

Name	Warm or Cold	Telephone/ Mobile	One-to-One Website, DVD		Business Presentation		Register		First Planning Session		Comments
			Date	Type	Date	Venue	Date	Date	Date	Venue	

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Continued Activity

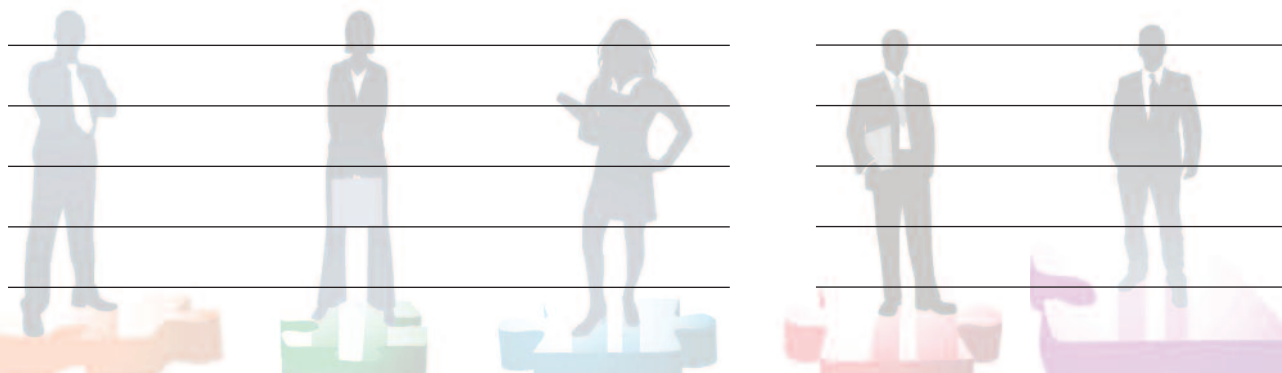
Things to do...

- Continue working on your 100+ name list
- Continue profiling and calling prospects to invite to One-to-One's and BP's
- Start Volume Mapping - (how many people have you sponsored, how much product have you sold)
- Prepare Activity Tracking System
- Discuss first PUPP drops
- Confirm all details for up and coming launches
- Set up Customer Care System

TICK THE BOXES - ACHIEVE YOUR GOALS

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

Training and other events...
www.foreverknowledge.info





Personal Use • Retailing • Sponsoring • Coaching • Personal Development

REFERENCE SECTION

Please refer to your Welcome Book and FOREVERknowledge.info for more information

Teach2Reach Planning Structure

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BUILDING A CUSTOMER BASE - 4 CC Discipline

Why:

- Essential to building a successful business
- Develops 'regular' Customers (e.g. drinking gel Customers)
- Helps achieve a 4 CC personal turnover
- Gateway to all the incentives on offer and to moving up the Marketing Plan



Below are just three examples of how to build a Customer base:

1) Business Launches:

- A great way to let people know what you are doing by inviting a group of friends, family, work colleagues and neighbours to your home
- 45 to 60 minute presentation on the products and opportunity
- Product sales, people interested in the opportunity and further launches booked
- A great coaching ground for you to learn about the products quickly from your Sponsor

When to have a launch? Ideally two launches within 10 to 14 days of this planning meeting.

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 and will do the first two for you
- Plan the event carefully
- Always invite more people than you need
- People enjoy coming to other people's homes and we recommend a daytime or evening event between Monday and Thursday

How to invite:

- Ask personally to attend and support launch →
- Give each person an invitation
- Contact 24 hours before the event to confirm attendance

"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 you to join us."

What you will need:

- Product Presenter (download from your team website)
- Relevant literature for during and after the event
- Product brochures
- Customer order forms
- Touch of Forever Combi Box plus any extra products

Setting up:

- No children or pets if possible
- Light refreshments of your choice

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



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BUILDING A CUSTOMER BASE - 4 CC Discipline

2) NDP's Show

What is an NDP Show?

- Your NDP (New Distributor Pack) is packed with the top selling Forever products
- Your NDP is your 'shop window', we use our NDP to show the Forever products range on a individual basis normally over a cup of tea/coffee

Who do we show the NDP to?

- Anyone you are eager to share the products with, friends, family, neighbours, colleagues, etc.
- To people who are unable to attend your launch

How to do an NDP Show:

- Arrange to have a coffee and let them know you've started using some amazing products and can't wait to show them
- Take your NDP box along and in no particular order, just as the products come out of the box, share a little bit about each product and the benefits it offers
- As you go through the products one by one do let them try the products and experience their superior quality
- As you go through the products be curious about them, asking questions about them and their family's health and chat about how the products could benefit them
- Once you've gone through all the products in your box, finish off by asking: "Is there anything you'd like me to add to my next order for you?"

3) PUPP's

What is a PUPP?

A selection of products neatly packaged in a small Personal Use Product Pack. Include additional products and literature to suit the needs of the individual.

How does it work?

- Allows prospective Customers to sample the products before buying
- Drop off for 3 or 4 days only
- The more PUPP drops you do the sooner you will build your Customer base



Standard PUPP (code 06)

Where to use it?

- To people who cannot attend your launch
- Friends, work colleagues, neighbours, etc.
- People who already run a business such as beauticians, hairdressers, dog groomers, chiropractors, etc.
- For more information about the PUPP's talk to your Sponsor

4) Talking to People - Never miss an opportunity!!

- Talk to people you meet about the benefits of your products
- Tell stories about your experience of the products or the experience of your Customers
- Ask people if they know anyone who could benefit from the products (referrals)

To gain more detailed product knowledge visit www.foreverknowledge.info for Product & Customer Care trainings in your Area or online.

Providing excellent customer service is an essential part of building a solid, regular Customer base.



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Memory Jogger I

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 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	aunts and uncles	college friends	neighbours past & present
parents	cousins	married friends	
parent's friends	in-laws	single friends	
brothers	partner's family	sporting friends	
brother's friends	partner's friends	holiday friends	
sisters	children's friend's family	church members	
sister's friends	old school friends	greetings card list	

Workplace

co-workers	current boss	clients
past co-workers	past boss	Customers
partner's co-workers	employees	

Who do you know who is...

good communicator	fun	open minded
people person	successful	positive
hard working	confident	enthusiastic
honest	outgoing	dissatisfied
reliable	caring	
happy	professional	

Who do you know in...

UK
Europe
Asia
Africa
America
Other...



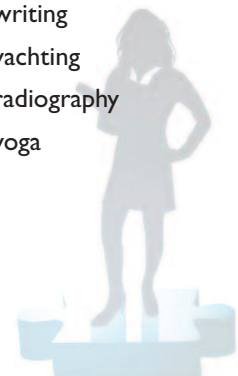
***'The quality of a persons life is in direct proportion to his or her commitment to excellence, regardless of his or her chosen field of endeavour.'* Zig Ziglar**

Teach2Reach Planning Structure

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Memory Jogger 2

abattoir	domestic cleaning	languages	restaurant
actuary	driving instructor	laundry	retail
accountancy	dry cleaning	law	riding instruction
acupuncture	education	lecturer	sales
advertising	electrical	library	secretarial
aerobics	engineer	lingerie	security
acupuncture	entertainment	make-up	ski instruction
agriculture	estate agent	mail order	social work
air crew	exhibitions	management	stock broking
antiques	factory	marketing	student
architecture	farming	martial arts	supermarket
armed forces	fashion	massage	surgeon
aromatherapy	financial	medicine	surveyor
artist	fire service	nanny	tailor
author	fitness	newsagent	take away
baker	florist	notary	tax
banking	furniture	nursing	taxi driver
bar work	garage	opera	teaching
beautician	gardening	optician	technology
biologist	geology	orthodontics	telecommunication
boat building	golfing	osteopathy	theatre
building	government	parachuting	therapist
butcher	grocery	paragliding	tourism
carpenter	hairdressing	personnel	transportation
caretaker	healthcare	pharmaceutical	travel service
car hire	herbalist	psychologist	undertaking
catering	homeopathy	physiotherapy	underwriting
chemist	hospital	plumbing	university
childcare	hotel	police	upholstery
chiroprapist	housewife	postal service	voluntary
construction	image consultant	printing	veterinary
consultant	internet	quality control	water skiing
decorator	interpreting	receptionist	wedding planner
deliveries	jewellery	recording	welding
dental	journalism	recreation	window cleaning
designer	karate	recruitment	writing
dietician	keep fit	recycling	yachting
doctor	laboratory	reflexology	radiography
dog breeding/kennels	landscaping	refrigeration	yoga



What to say (Keep it simple)

Personal Use • Retailing • **Sponsoring** • Coaching • Personal Development

Making the Call



Be Prepared:

- Profile
- Decide your objective – which prospecting tool to use
- Plan your words
- Smile!

Making the Call:

- Get to the point
- Keep it brief
- Be excited
- Think “What’s in it for them?”
- Remember the objective

What to say (Keep it simple)

Remember! - We are making 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 to talk?.....Great!

Choose the best approach from those below

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 sports car/ special trip/ boat you have always spoken about, were you serious about wanting it? Well I may have found a way for you to achieve it sooner rather than later.”

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.

The Business Approach: “Can I ask you a question?...If I had found a company that was unrivalled in the market place; that was booming in it’s sector; that was cash rich and debt free and where you and I could make a lot of money without any risk, would you be interested in looking at it?

To finish.....”“Obviously, I don’t know if it will be for you or not, only you can decide that, but if you see what I see, you will be just as excited as I am. Let’s meet up and I’ll show you what it’s all about. I am free on Monday or Thursday, which is best for you?”

or

“Take a look at our online DVD - in just 25 minutes you will see and hear from people involved with the Company. Plus a bit about the products and the Marketing Plan. When could you watch it? OK, 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:

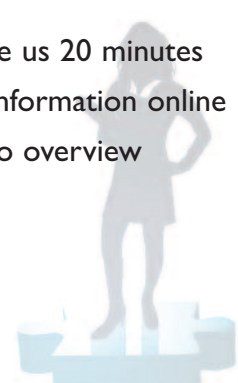
Health Benefits: “I know that you have been bothered with digestive problems over the years and I have just come across an amazing product which I think will help you. Can I come around and show you what I’ve found?”

Making the Call

Using your profile to make an effective call.

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

1.
 - Hello, is it a good time?
 - Hi, got a minute?
 - Hi, can you chat for a second?
2.
 - 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.
3.
 - Not sure if it's for you
 - Not sure if it's up your street
 - Not sure if it's a match for you
4.
 - 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.
5.
 - 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.
6.
 - All I want to do at this stage is share information with you, and you'll know whether there's something here for you.
 - All I want to do is get some information in your hands, and you'll get a feeling if it's a match for you.
 - Listen, just want you to have a look at some information and you can decide if there's anything here for you.
7.
 - What I'd like to do is:
 - Get together for a coffee, 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 which has a 20 minute video overview
 - Post you a 20 minute DVD which gives you an overview



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Making the Call



Responding to Questions

Common Question: “What is it?”

Your response: choose 2/3 of the following bullet points:

- “We are a \$2.6 billion+ global business, trading in over 150 countries”
- “We have an impeccable 33 year+ track record and are cash rich and debt free”
- “In the UK our turnover exceeds £36m and we are holders of the prestigious Investor in People accreditation - Gold Standard Championship Level”
- “We are in the ‘look good, feel good, take care of yourself’ sector, which as you will know is booming!”
- “The Company is called Forever, have you heard of it?”

“What we need to do is to meet up so I can show you some information - what day suits you best? Alternatively can send send you to some online information at www.foreverknowledge.info/yourfuture.”
(See “Take a look at our online DVD” on opposite page.)

If you then have further questions:

Tell your story, 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?”
- “Is it Amway/Herbalife/Kleeneze etc...?”

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 wasLet’s get together next week and I will explain what it’s all about, would Monday or Thursday be better for you?”

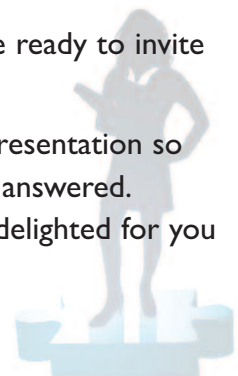
The Fortune is in the Follow-up

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 One-to-One, online DVD 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 a presentation so that you can find out more, meet some of the people and get all your questions answered. Actually, we have a presentation in this area onat and I would be delighted for you to join me as my guest.”

Never tell prospects that there is a presentation every week.



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System Overview



What you will need:

A4 ring binder with a 1 to 31 Index - this is your - '**Current Month**' File
A4 lever arch file with January to December Index - this is your '**Follow Up**' File

Download the following activity tracking sheets

- 100+ Name List (page 12) x 6 copies
- Prospect/Customer Profiles (page 15) x 40 copies
- Prospect Pipeline (page 16) x 4 copies

Putting your Activity Tracking System together:

1. Put index into the relevant file.
2. Download the additional activity tracking sheets at www.foreverknowledge.info
3. Insert your 100+ Name List in your 'Current Month' file in front of the 1 to 31 dividers
4. Insert your Prospect Profiles in front of your 100+ Name List
5. Insert your Prospect Pipeline in front of your Prospect Profiles

You are now set for success!

The **A4 ring binder**, with the 1 to 31 dividers in it, will be your 'Current Month' file, containing all the relevant information about your prospects and Customers relating to the current month. Carry it with you at all times, so you can make the most of any spare moment to build your business. This file will help you keep track of your prospects and will also be a valuable coaching tool for your Sponsor/Up-line, identifying where relevant coaching and help is required.

The **A4 lever arch file**, which has the Jan' to Dec' dividers in it, will hold all the information to 'follow-up' prospects/Customers in the coming months. Remember, 'The fortune is in the follow-up'.

Process:

1. Take a name from your 100+ Name List.
2. Complete a 'Prospect/Customer Profile' for that person.
3. Contact your Prospect/Customer and arrange to meet for a One-to-One, send them information, or call them back at an agreed date and time.
4. Insert full details of the action to be taken in the 'Prospect Pipeline'.
5. Write a brief note of your conversation on your 'Prospect Profile' sheet and then place that sheet in the corresponding 1 to 31 date when you need to take the next action (current month file). You can then contact your next prospect.

If as a result of the conversation, no immediate action is required (perhaps because the timing is wrong), you will put the 'Prospect Profile' sheet in the A4 lever arch file, under the correct month for the follow-up. Following this system, you will never forget to follow-up when you should.

Customer Care: Fill out a Prospect Profile for each of your Customers and place in your Current Month file under the day you next need to call them. Why not print out your Customer profiles on a different colour paper for easy reference?

For further information ask your Sponsor / Upline Manager

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Product Sheet - Your NDP

Aloe Vera Gel



A daily nutritional drink to maintain a healthy digestive system, balance the immune system and maintain healthy energy levels.

Would you use it?

Who do you know who would use it?

Forever Freedom



Aloe Vera Gel combined with glucosamine, chondroitin and MSM, natural elements shown to maintain healthy joint function and flexibility. Ideal for sports people and the more mature who wish to maintain mobility.

Aloe Berry Nectar



All the benefits of Aloe Vera Gel with a sweet blend of apple and cranberry juice, high in vitamins C and A. Tastes great and helps maintain a healthy urinary system.

Forever Bright Toothgel



A gentle non-fluoride formula that nourishes, strengthens and protects teeth and gums whilst fighting plaque and whitening without bleaching agents.

Avocado Soap Face & Body Soap



Made with 100% pure avocado butter to moisturise and clean with natural, rejuvenating properties. Rich source of vitamins A, B, D and E, and contains antioxidants to help combat free radicals.

Aloe Propolis Creme









A rich creamy blend of aloe vera and bee propolis that soothes irritated skin and leaves a protective barrier making it ideal for dry skin. Suitable for people prone to eczema and psoriasis.

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Product Sheet - Your NDP

	Would you use it?	Who do you know who would use it?
 <p>Aloe Vera Gelly</p> <p>100% stabilised aloe vera gel lubricates sensitive tissue safely and is absorbed quickly to calm irritated skin. Suitable for people prone to eczema and psoriasis.</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p>Aloe Ever-Shield Deodorant Stick</p> <p>Effective, long lasting and non-irritating underarm protection that can be used directly after shaving. Free from aluminium salts and lasts for months.</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p>Aloe Lips</p> <p>Moisturising conditioning balm for lips that soothes and provides protection in hot and cold temperatures. Calms irritated skin.</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p>Aloe-Jojoba Shampoo</p> <p>Pure aloe based formula that creates soft, shiny and manageable hair. Keeps the scalp and hair looking clean and healthy. Suitable for all hair types.</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p>Aloe-Jojoba Conditioning Rinse</p> <p>Pure aloe formula enriched with vitamin B complex to nourish, strengthen and protect the hair. pH balanced for a healthy</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p>Aloe Moisturizing Lotion</p> <p>Provides all over moisturisation for the face, body and hands. The collagen and elastin keep the skin feeling smooth, soft and supple. Suitable for people prone to eczema and psoriasis.</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>




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Product Sheet - Your NDP

	Would you use it?	Who do you know who would use it?
 <p>Aloe Heat Lotion</p> <p>Excellent warming lotion ideal for maintaining healthy joints and muscles, especially good for sports people. Provides relief from everyday stress and strains.</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p>Aloe Bath Gelée</p> <p>Gentle moisturising bath and shower gel rich in pure aloe vera. A fresh, clean and invigorating fragrance, with a gentle formula to leave the skin soft and smooth.</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

Product Sheet - Other Key Forever Products

 <p>Forever Bee Propolis</p> <p>Boosts energy and stamina, assists in maintaining circulatory, digestive, immune and nervous system. Ideal to take in the summer months when the pollen count is high.</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p>Forever Bee Pollen</p> <p>Packed full of vitamins, minerals, enzymes and amino acids to support the body's natural defences. Helps maintain a healthy respiratory system.</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p>Forever Royal Jelly</p> <p>Enhances metabolism, eliminates fatigue, has great benefits for the skin and reduces the effects of ageing. Essential for general wellbeing.</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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Product Sheet - Other Key Forever Products

Arctic-Sea



Contains omega-3 and omega-9 fatty acids with oleic acid, which may help reduce cholesterol levels and maintain a healthy heart, blood pressure and skin.

Would you use it?

Who do you know who would use it?

Aloe Sunscreen



SPF30, a moisturising waterproof formula that retains SPF for 40 minutes in water. Soothes and protects against the sun and wind, also makes an ideal aftersun.

ARGI+



ARGI+ provides all the power of L-Arginine, with added vitamins and antioxidant properties.

Absorbent-C



A powerful antioxidant to support the body's defence system. Helps maintain healthy connective tissues, skin, joints and respiratory functions.

Aloe Liquid Soap



Moisturising, cleansing soap with a mild formula. Ideal to use when shaving, gentle enough to use on the face.

Gentleman's Pride



Alcohol free aftershave balm with a blend of lubricants and moisturisers to soothe and pamper irritated skin at any time but particularly effective after shaving.



The 5 Pillars of Success

Personal Use • Retailing • Sponsoring • Coaching • Personal Development

FOREVER 

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Longbridge

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CV34 6RB



INVESTORS
IN PEOPLE | Champion

Code: 01700/b

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