

First Steps to Manager



FOREVER®

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

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STEPHANIE MCCURDY
 AUSTRALIAN FBO OF THE YEAR 2020
 QUALIFIED AS SENIOR MANAGER
 EAGLE MANAGER QUALIFIER
 FOREVER TO DRIVER LEVEL 1 QUALIFIER
 GLOBAL RALLY 1.5K QUALIFIER

*Congratulations
 to the 2020
 Top Achievers
 Australia*



SUSAN & MIGUEL LUSDOC
 FOREVER TO DRIVE LEVEL 1 QUALIFIER



ASMA CHAOUK
 QUALIFIED AS SENIOR MANAGER



ESMA BAK
 EAGLE MANAGER QUALIFIER

*Congratulations to our
 2020 Manager
 Qualifiers*



Jasmin Elizabeth Proud



Teokotai April Roi



Katie Burns



Leah Buckman



Nihal Ghazzawi



Pascale Leviste



Zozan Sheto



Siti Asmah Binti Mohammad

Your Success Factor

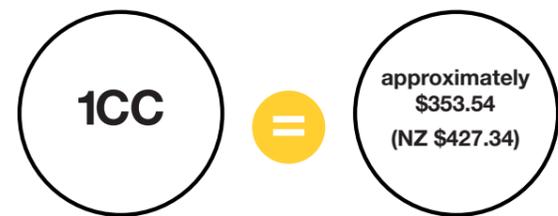
UNDERSTANDING CASE CREDITS

Through your personal and team retailing volume, Case Credits are accumulated to qualify you for level advancements. Aim to retail 4CC each month and teach your team to do the same.

As you build your Forever business, you will hear the term Case Credit, or CC, used regularly to describe the requirements for different achievements and incentives.



A Case Credit is Forever's internal currency that allows you to build a global business without worrying about exchange rates and helps ensure an equal opportunity for anyone, anywhere to achieve all that the company has to offer.



Build your business fast with the 24 Day Pack case credit boost!

When a NEW preferred customer purchases the 24 Day program at the time of joining they are rewarded with 2CC rather than the standard 1.5cc.

Retailing 4CCs of product each month is an important business building discipline at the heart of Forever's marketing plan. Any Forever Business Owner who achieves 4 CCs of sales in a month is considered Active.

Being Active allows an FBO to:

-  Unlock the full earning potential of the marketing plan
-  Earn more as an Assistant Supervisor as you begin your business
-  Earn team leading bonuses
-  Qualify for incentives

Building your business on a 4 Case Credit discipline and teaching your team to do the same will not only ensure you can personally speak to the power of the products and understand how to retail them, but will also help you to build a strong, consistent business.

4CC ACTIVE = PERSONAL CC (MINIMUM 1CC) + RETAIL AND PREFERRED CUSTOMER SALES

Start your journey

IT'S IN OUR NATURE TO SHARE GOOD THINGS



The best way to get started building your business is to be your own best customer. When you experience the benefits of the products yourself, you will be able to recommend them more easily to others with confidence and passion. Any new preferred customer who purchases the 24 day program during the join up process will be eligible for 2CC!

Our business works on the idea of making personal recommendations to people that you know. Most of us make personal recommendations all the time. Good movies to watch, books that you loved, a restaurant that you really enjoyed! Our business is the same, making recommendations on products that you love.

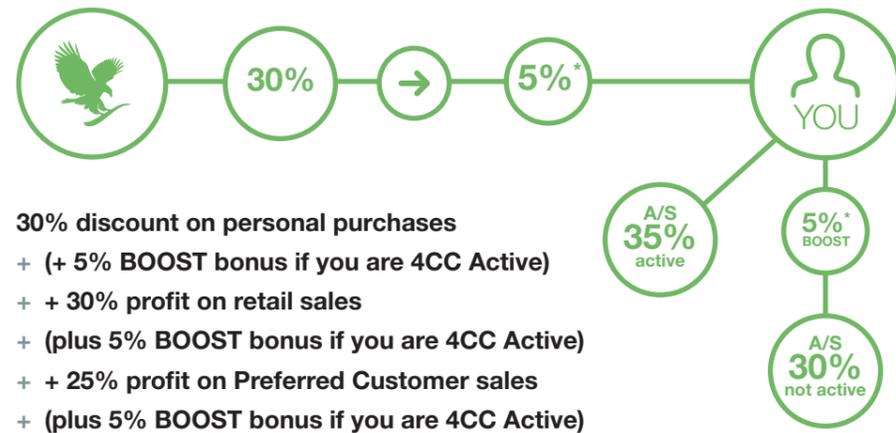
However unlike your favourite movie or book, you can earn commission when you recommend Forever's products! Which makes something as natural as sharing something you love, even better!

Opportunity

HOW DO YOU GET TO SUPERVISOR?

Assistant Supervisor (2CC over 2 months)

You do 2CC or purchase a 24 Day Program Pack.



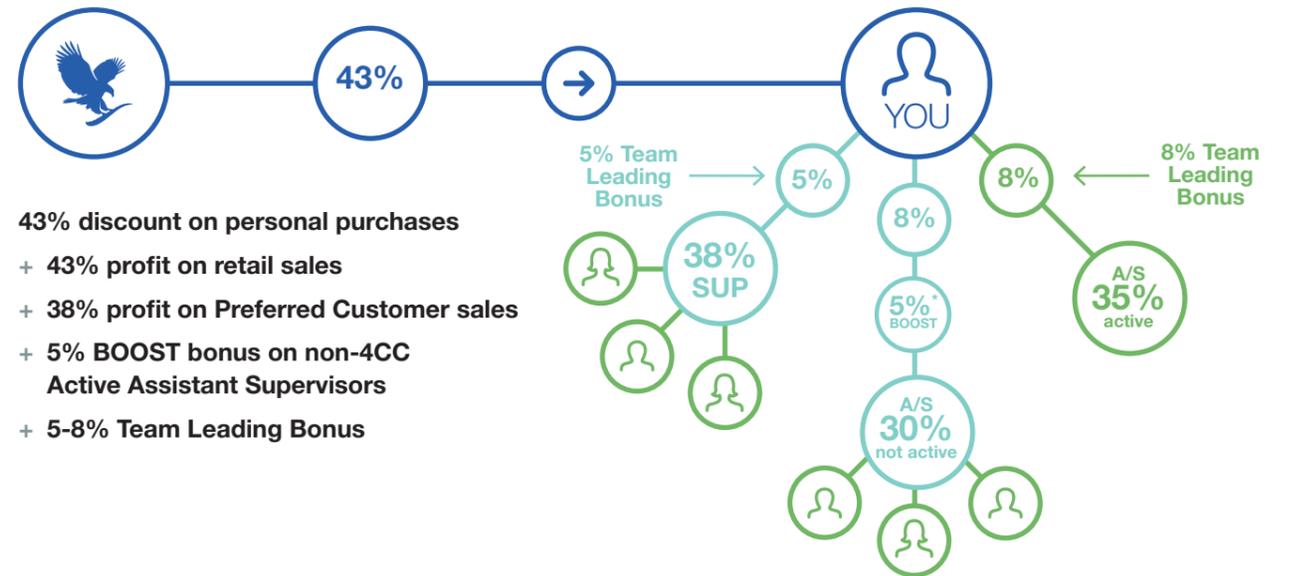
Supervisor (25CC over 2 months)



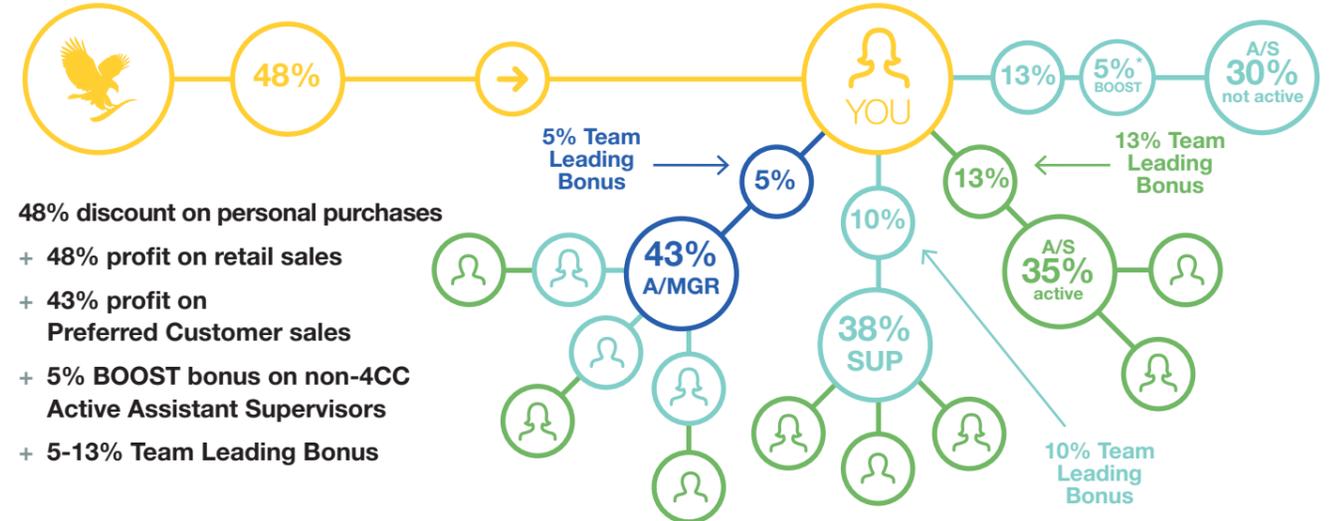
Opportunity

HOW DO YOU GET TO MANAGER?

Assistant Manager (75CC over 2 months)



Manager (150CC over 4 months / 120CC over 2 months)



*The potential earning figures and potential to qualify for any incentive should not be considered as guarantees or projections of your actual earnings, profits or incentive awards. Success with Forever results only from successful sales efforts, which typically requires many years of hard work, diligence and leadership. Your success will depend on how effectively you exercise these qualities.

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Senior manager

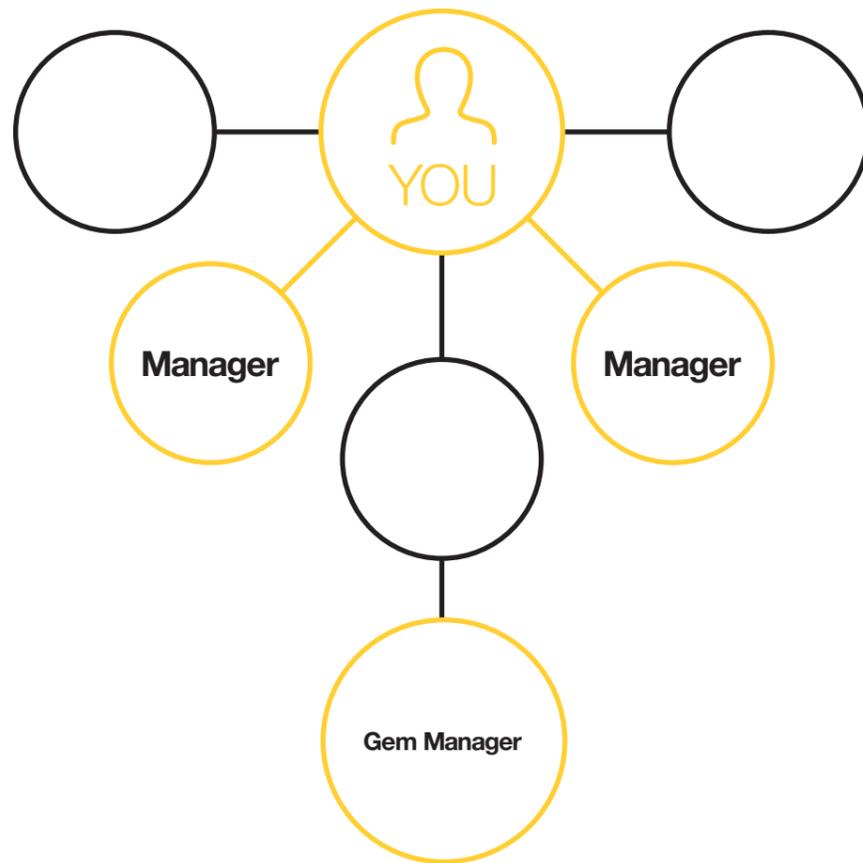
THE NEXT LEVEL

Soaring Manager
5 Managers
Up to - \$60,000 *per year

Sapphire Manager
9 Managers
Up to - \$120,000 *per year

Diamond Sapphire Manager
17 Managers
Up to - \$200,000 *per year

Diamond Manager
25 Managers
\$220,000+ *per year



GEM MANAGER BENEFITS

- + Gem Manager Bonus
- + Customized Vacation Trips
- + Precious Gem Jewelry
- + Residual Income

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Manager benefits

Once you hit the level of Manager in the Forever marketing plan the door opens to a range of exciting benefits and incentives, including the following:

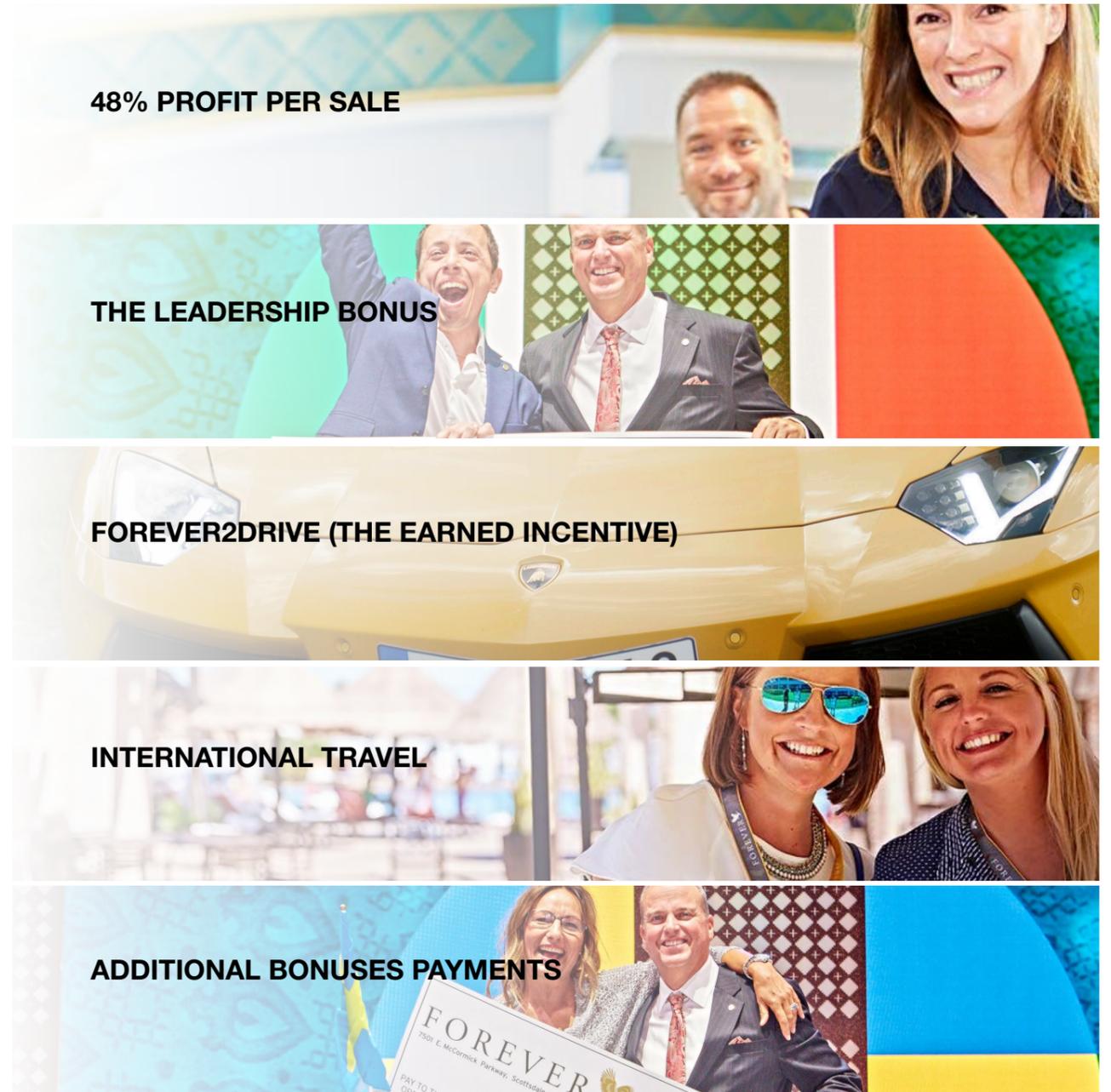
48% PROFIT PER SALE

THE LEADERSHIP BONUS

FOREVER2DRIVE (THE EARNED INCENTIVE)

INTERNATIONAL TRAVEL

ADDITIONAL BONUS PAYMENTS



Reach your first promotion

YOUR FIRST FIVE KEY PEOPLE

We are in the business of making personal recommendations!

To start your business strong and find your first five people, we suggest undertaking the following four key activities.

These activities will generate lots of conversations with people who may be interested in your products and or joining your team.

1. Become a product advocate – participate in the 24 Day Program yourself.

2. Invite your 5 closest friends to do the 24 Day Program with you. We all have friends who want to support us in life, reaching out to these friends can be a great way of practicing what to say and getting your first customers.

3. Follow the 24 Days of Social Media posts. (Page 24-25). The 24 Day Program gives you a great theme to create content and start discussion on your social media. Follow our posting guide to generate conversation and discussion with people potentially interested in the products and business.

4. Start the 100 conversations challenge (Page 26 -27)

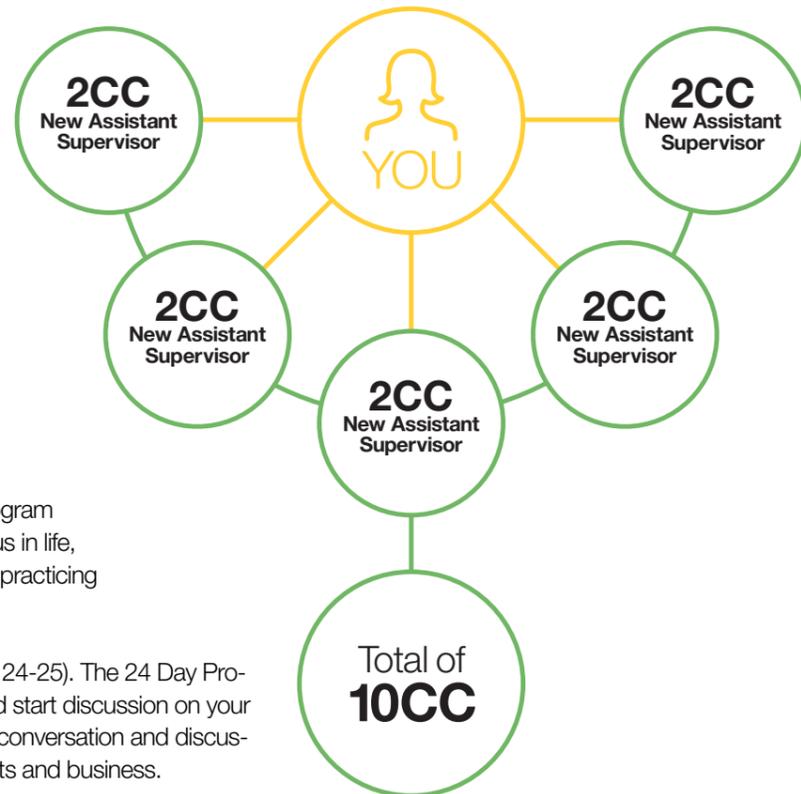
The key to having a successful business is to have as many conversations as possible. Make a list of 100 people you know. They can come from anywhere in your life. From these 100 conversations you are looking for your first five key people. (5 from 100 is a realistic ratio).

To reach your first promotion (Supervisor) you need 25cc over two consecutive months. While there are many ways to achieve supervisor one way is to focus on the 24 Day Program rather than individual products.

Sponsoring 5 people on the 24 day program will achieve 10cc, plus 1 cc from personal usage and 1.5cc retail sales, gets you your first month volume towards achieving supervisor! To reach the second month's volume for supervisor, complete the 100 conversations challenge again. Write a new list of 100 people, use the memory jogger resource (Page 28) to do this. From these 100 conversations look for your next 5 people. Sponsoring 5 people on the 24 day program will achieve 10cc, plus 1 cc personal usage and 1.5cc retail sales, moves you up the marketing plan gets you a promotion to supervisor!



5 x Assistant Supervisor = 10CC Base month for Supervisor



Building your manager business

ALWAYS LOOKING FOR YOUR NEXT FIVE PEOPLE

The key to building a Manager Business is to help others achieve their goals.

Sponsor EVERY Month

Continuing to sponsor new people every month is absolutely essential.

Make it a priority every month to look for your next key 5 people.

Starting a new 100 conversation challenge every month is a great way to keeping your business fresh and growing.

Develop your Team

It is important to develop your team and help your Assistant Supervisors reach Supervisor.

As a guide only 1 out of 5 Assistant Supervisors will reach Supervisor.

Have a goal setting meeting with them when they start. Talk them through this guide.

Teach them to follow the exact same steps as you took to achieve supervisor.

Get them to do the 100 Conversation Challenge and follow the 24 Days social media posts.

Creating simple duplication is the road to success in being a manager

As you are looking forward and planning to becoming a manager, it is good to think about having 5 Supervisors each with 25cc business.

Typically 1/5 Supervisors themselves become a manager.

One Manager in your team is the foundation for achieving chairman's bonus



5 x Assistant Supervisor = Every Month



5 x Supervisor = 125CC = Manager



Typically 1/5 Supervisors become a Manager



1 Manager = Foundation laid for achieving Chairman's Bonus



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Building your business

THE MONTHLY BUSINESS BUILDING CYCLE

Do these key activities every month to grow your business.

1. Making new contacts every day (5-10 People).
2. Inviting people to learn more about the Forever business every day (At least 2 people)
3. Sponsoring new team members (2 per month).
4. Getting new customers (3 per month).
5. Starting new team members strong by taking them through this booklet.

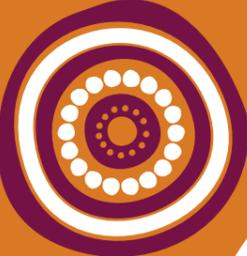
SHARING YOUR STORY

You use your story in two main ways:

1. Record your story as a five minute video on your phone to share with prospects.
2. Share your story on social media.

Your Story is about you. It helps you relate to people and attract them to your business. It should contain:

1. What were you doing before you joined Forever?
2. What pain point were you trying to solve? Extra income? Flexibility, A Plan B?
3. Share the solution through your story: joining Forever Living.
4. Finish up by sharing your vision, your long-term plan. It doesn't matter if you are only at the beginning of your business let them know you have a plan and you are in the driving seat of your future.



australia

Will YOU be at the
Global Rally in 2021?

GLOBAL
RALLY
SYDNEY
#FGR22



USING YOUR STORY IN CONVERSATION.

Below are several different ways to engage with the person you are communicating with. Choose which works best for you. These tips can be used in person, on the phone, through messenger or conversation over social media.

- 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.

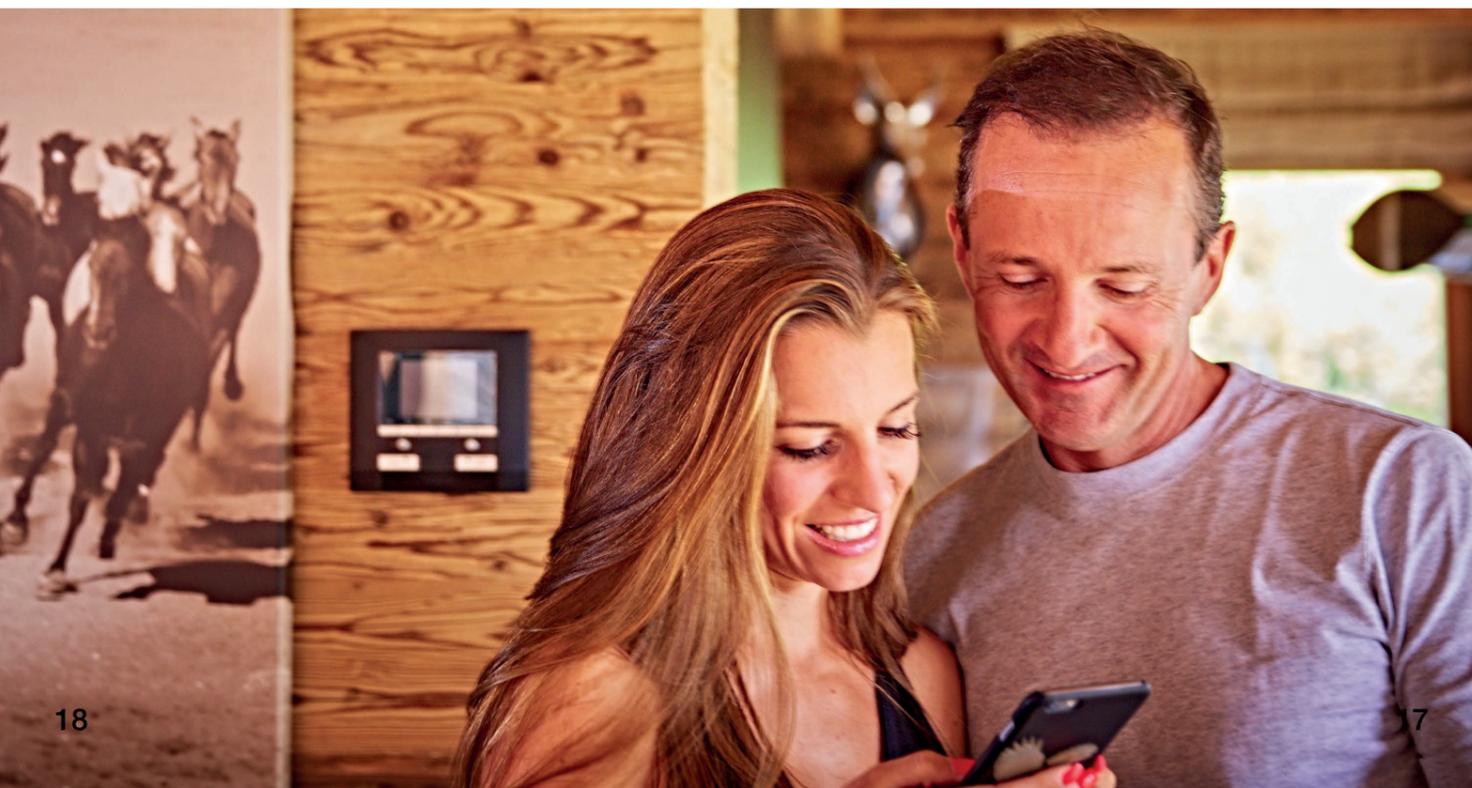
- 03**
- + Not sure if it's for you
 - + Not sure if it's right for you

- 04**
- + Thought of you because you are (fill in the blank with characteristics checked on your profile sheet i.e. 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 i.e. more income, work-life balance, time, freedom).

- 06**
- + 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 right for you.
 - + Listen, just want you to have a look at some information, and you can decide if there's anything here for you.

- 07**
- + What I'd like to do is:
 - + Get together for coffee, show you some information, it will take us 20 minutes.
 - + Put a 20 minute call in your calendar and I'll take you through some information online.
 - + Give you a website to have a look at which has a short video overview.



Show and tell retailing

TAKE ACTION:

- 4CC** 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.

Many top Forever Business Owners join Forever as a result of being recommended a Forever product. Never miss an opportunity to share your favourite product with someone!



2. Showcase the Products:

- | | | |
|-----------------------------|-------------------|---------------------------|
| + Business/Product Launches | + Mini Launches | + Personal Website FLP360 |
| + Marketing | + One-to-One | + Skincare |
| + Sports & Fitness | + Coffee Mornings | + Clubs |
| + Fundraising | + Product Talks | + Gym |
| + Referral | + Social Media | |

C9™

A selection of weight management products designed to help customers look better and feel better.

SONYA DAILY SKINCARE SYSTEM™

Made specifically for combination skin which can fluctuate and vary greatly, this multi-tasker can not only control oil, but deliver moisture where it's needed most.

3. Develop Customers

Develop a regular customer base of around 20-30 customers that you check in with on a regular basis.



SOCIAL MEDIA

Telling your story is an important part of building a business.

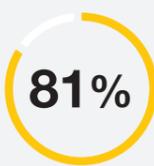
What motivates you? How is Forever helping you reach your goals? How are you changing your life? Sharing these things is a great way to connect with like-minded contacts who may become customers or a part of your team.

SOCIAL PLATFORMS

When it comes to making connections, social media is now an essential means of communication. You can't ignore how important it has become in our daily lives and for many, it's a key part of sharing products and building a business.



There are **4.2 billion** internet users and **3.4 billion** active social media users.*



Eighty-one percent of small and medium sized businesses use some kind of social platform to engage with their customers.*

IMPORTANT DO NOT's when it comes to social media:

1. **DO NOT** make income claims of any type.
2. **DO NOT** claim to make people rich.
3. **DO NOT** claim our products heal or cure disease.
4. **DO NOT** use other people stories or testimonials.

Deciding which social media sites are best for your business is as simple as evaluating your message and who you want to share it with, along with using the social media channels that you feel most comfortable using yourself.

Here's an example of how you can create the right mix of content that stays true to who you are and helps you build a strong, stable business.



20% LIFESTYLE

Lifestyle content should center around your values and your day-to-day. Have the freedom of staying home with your kids because of your business? Post once each week about something fun you get to do with them because of this freedom. Have some extra spending money? Share upcoming plans for a vacation you are planning or an experience you wouldn't have been able to afford without it.



20% PRODUCT

Sharing the products is at the heart of your business. Invite people to learn about the products you love. Make it personal and be sure not to alienate your audience by trying to sell to them too often. When you post, share your experiences with the products rather than only trying to hard sell your audience on the benefits.



20% BUSINESS

Your Forever business allows you the opportunity to work from anywhere and build at your own speed. Share the uniqueness of your business and the Forever opportunity with your followers. You may choose to post once a week about signing up a new team member or working from the comfort of your own home. Show (don't tell) your audience how your business is interesting and rewarding and encourage them to learn more.



20% RECOGNITION

Your Forever team is a circle of people who should not only be your support offline, but should also be your support online. Celebrate each other's accomplishments and show the world how you build a team that values each other's hard work. This part of your strategy should aim to show people that you are supportive of others and that your business is helping you and those around you reach your goals.



20% ENGAGEMENT

Think of this part of your content plan as a "Getting to Know Me" topic. Your social profiles are not a billboard where you are posting one-way content, they are a community where people feel like they can engage with you and learn from you. Always be sure to give, teach or offer your followers something that will keep them coming back. Engaging with your audience is key to keeping them interested in you. Post a question at least once a week that invites your followers to share or get involved in a discussion. This can spark conversation that can lead to an opportunity to share the products or invite them to look at the opportunity.

CREATING PHOTOGRAPHY AND VIDEO CONTENT

When creating materials for social that are photo/video centered, here are some best practices that you should keep in mind:

Quality

Images and video should be as clear as possible, avoid low resolution, blurry posts. Think about brightness and clarity. The more crisp your photo is, the better.

Composition

What is the main focal point of your photo? Make sure the content of your photo is clear and thoughtfully arranged.

Tone

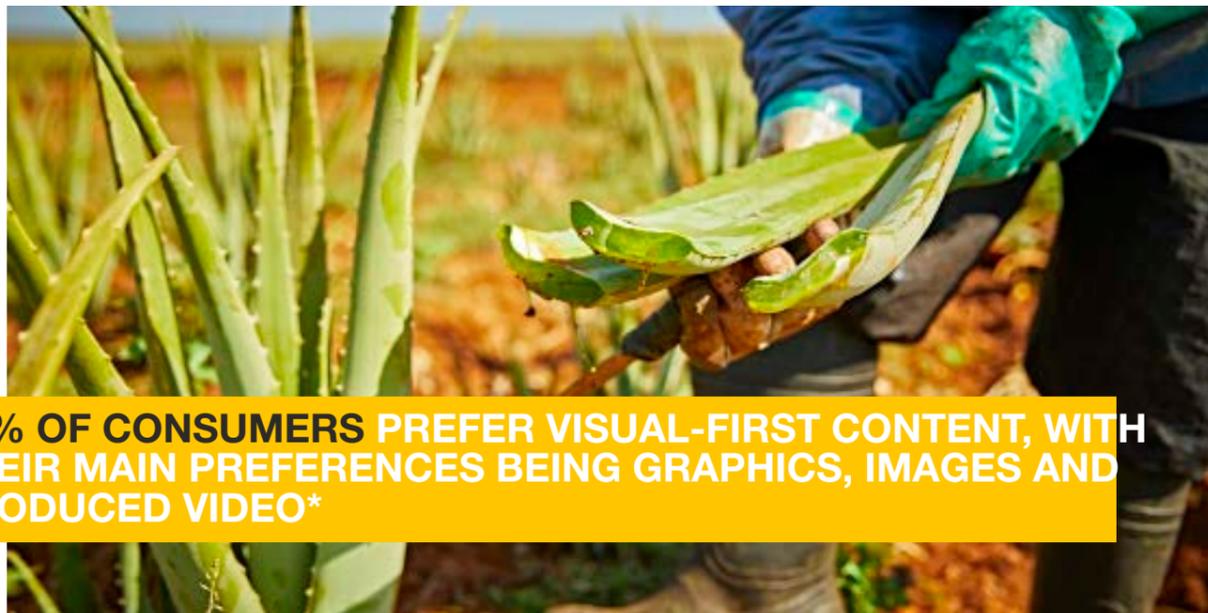
Use colors that complement the products you feature. Also, if you feature the Aloe Gold in your image, don't overpower it with lots of other bright colors. Keep other colors more neutral to help the Aloe Gold pop.

Lighting

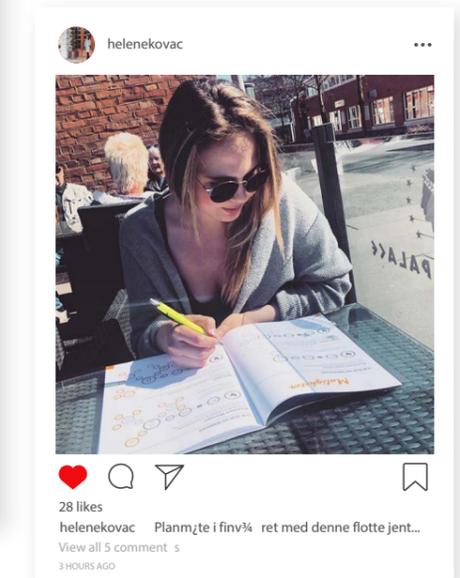
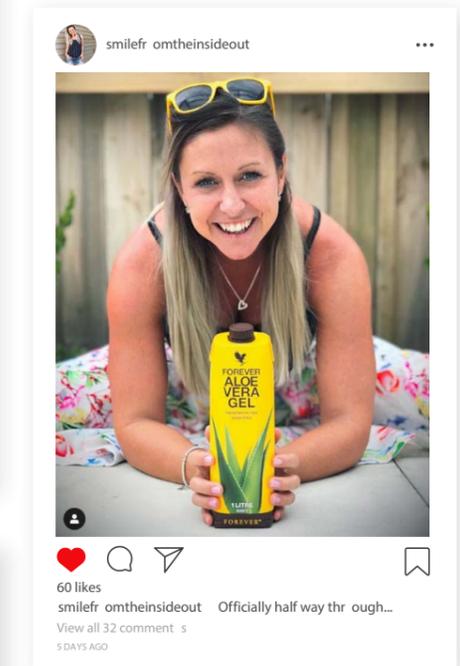
Always make sure your photos are taken in a bright area with lots of natural light. This helps your image appear clearer and makes it easier to see in a social media news feed.

Context

Consider why you are posting something. If the photo doesn't feel like it matches your brand or no one will understand what you are posting, then it may be best to rethink it. Ensure each photo or video has context and meaning to the end user.



58% OF CONSUMERS PREFER VISUAL-FIRST CONTENT, WITH THEIR MAIN PREFERENCES BEING GRAPHICS, IMAGES AND PRODUCED VIDEO*



24 social posts to kick start your business

Committing to 24 posts while on the 24 day program is a great way to build your business. These posts are designed to build engagement with your audience. Start a conversation with every person who likes or comments on your post. It is really important to post everyday and get comments, as social media channels will show your content to more people the more people engage with it!

Hot Tip: Finish every post with a CALL TO ACTION for example “Comment Below”, “Tag a Friend”, “Use your favourite emoji if you can relate”

Day 1: Share with your community that you are starting the 24 Days to Look Better , Feel Better. Why are you doing it and what are you hoping to achieve?	<input type="checkbox"/>
Day 2: Share how you are feeling on Day 2 and call out for interested friends to join you!	<input type="checkbox"/>
Day 3: What is your favourite product so far in the 24 Day range.	<input type="checkbox"/>
Day 4: “Ten Things you didn’t know about me challenge”.. Post ten things about yourself and tag 5 Friends to play with you.	<input type="checkbox"/>
Day 5 : Share a funny or motivational post.	<input type="checkbox"/>
Day 8: Guinea Pig post .. Ask for some friends to try our health quiz! (https://www.foreverliving-24dayprogram.com/quizzes) .	<input type="checkbox"/>
Day 7 : Share how you are going on Day 7, how do you feel , what are some of the changes that you have noticed.	<input type="checkbox"/>
Day 8: Guinea Pig post .. Ask for some friends to put up their hand so you can practice taking people through our health quiz! Good way to talk about the program with some friends.	<input type="checkbox"/>
Day 9: Share your favourite Forever Lite shake recipe.	<input type="checkbox"/>

Day 10: Share something inspirational with your community eg a quote from a famous person.	<input type="checkbox"/>
Day 11: Record a time laps video on your phone pouring and drinking Aloe. Explaining the benefits of Aloe (refer to product catalogue on what you can say).	<input type="checkbox"/>
Day 12: Share an engagement post to create conversation around peoples career: “As a kids what did you want to be when you grew up?”.	<input type="checkbox"/>
Day 13: Share something that you are thankful for when it comes to your health.	<input type="checkbox"/>
Day 14: Guinea Pig Post : Ask for some friends to put up their hand so you can practice taking people through our Skincare quiz! Good way to talk about the skincare ranges with some friends.	<input type="checkbox"/>
Day 15: Results update... How are you feeling, share changes that you have noticed.	<input type="checkbox"/>
Day 16: Share your favourite healthy dinner from the 24 Day challenge . Take a pic of your creation.	<input type="checkbox"/>
Day 17: Create an engagement post: describe your day using emojis.	<input type="checkbox"/>
Day 18: Share an exercise post and include Argi+. What has changed in your exercise program since staring the 24 Day program?	<input type="checkbox"/>
Day 19: Share something personal about yourself – keep it real authentic.	<input type="checkbox"/>
Day 20: : Share your number one health tip that you have learnt since being on the 24 Day program.	<input type="checkbox"/>
Day 21: Engagement Post: “Using a movie title describe how you feel about your health at the moment”.	<input type="checkbox"/>
Day 22: Share your favourite thing about the 24 program as a whole.	<input type="checkbox"/>
Day 23: Share a pic of your favourite meal.	<input type="checkbox"/>
Day 24... Final Results. How do you feel?	<input type="checkbox"/>

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. Use the next two pages to jot down all of the people you want to share your business with.

FAMILY, FRIENDS AND

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 | + Workout friends |
| + Brothers | + Partner's friends | + Vacation friends |
| + Brother's friends | + Children's friend's family | + Church members |
| + Sisters | + Old school friends | + Greeting card list |
| + Sister's friends | + College friends | + Neighbors past & present |
| + Aunts and uncles | | |

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

WHO DO YOU KNOW

- | | | |
|---------------------|----------------|----------------------|
| + Good communicator | + Successful | + Enthusiastic |
| + People person | + Confident | + Dissatisfied |
| + Hard working | + Outgoing | + Looking for change |
| + Honest | + Caring | + More deserving |
| + Reliable | + Professional | + In between jobs |
| + Happy | + Open-minded | |
| + Fun | + Positive | |

WHO DO YOU KNOW ON...

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

WHO DO YOU KNOW WHO WORKS IN / AS A...

- | | | | |
|----------------------|--------------------|-----------------|--------------------|
| Actuary | Domestic cleaning | Laundry | Riding instruction |
| Accounting | Driving instructor | Law | Sales |
| Acupuncture | Dry cleaning | Lecturer | Secretarial |
| Advertising | Education | Library | Security |
| Aerobics | Electrical | Mail order | Ski instruction |
| Agriculture | Engineer | Management | Social work |
| Antiques | Entertainment | Marketing | Sports |
| Architecture | Exhibitions | Martial arts | Stock broker |
| Armed forces | Factory | Massage | Student |
| Aromatherapy | Farming | Mechanic | Supermarket |
| Artist | Fashion | Medicine | Surgeon |
| Author | Financial | Nanny | Surveyor |
| Baker | Fire service | News | Tailor |
| Banking | Fitness | Notary | Tax |
| Bar work | Flight Crew | Nursing | Taxi driver |
| Beautician | Florist | Nutrition | Teaching |
| Biologist | Furniture | Optician | Technology |
| Boat-building | Gardening | Orthodontics | Telecommunication |
| Building | Geology | Osteopathy | Theater |
| Butcher | Golfing | Performer | Therapist |
| Call Center | Government | Personnel | Tourism |
| Carpenter | Grocery | Pharmaceutical | Transportation |
| Caretaker | Hairdressing | Psychologist | Travel service |
| Catering | Healthcare | Physiotherapy | Uber |
| Chemist | Herbalist | Plumbing | Underwriting |
| Childcare | Homeopathy | Police | Upholstery |
| Chiropractor | Hospital | Postal service | Volunteer |
| Construction | Hotel | Printing | Veterinary |
| Consultant | Housewife | Quality control | Web Developer |
| Cosmetology | Image consultant | Radiography | Wedding planner |
| Customer Service | Internet | Receptionist | Welding |
| Decorator | Interpreting | Recreation | Window cleaning |
| Delivery | Jeweler | Recruitment | Writing |
| Dental | Journalism | Recycling | Yachting |
| Designer | Karate | Reflexology | Yoga |
| Dietitian | Laboratory | Refrigeration | |
| Doctor | Landscaping | Restaurant | |
| Dog breeding/kennels | Languages | Retail | |

2021 Australian & NZ incentives

The Forever Incentive program celebrates every step of your business building journey. It is also a road map to success. Simply follow the incentive step by step, from one to the next and watch your business grow.

	GOAL	ACHIEVEMENT
FAST START PROGRAM	<input type="checkbox"/>	<input type="checkbox"/>
CELEBRATING 4CC	<input type="checkbox"/>	<input type="checkbox"/>
5CC LEVEL 1	<input type="checkbox"/>	<input type="checkbox"/>
LEVEL 2	<input type="checkbox"/>	<input type="checkbox"/>
LEVEL 3	<input type="checkbox"/>	<input type="checkbox"/>
LEVEL 4	<input type="checkbox"/>	<input type="checkbox"/>
LOCAL INCENTIVE	<input type="checkbox"/>	<input type="checkbox"/>
25CC LEVEL 1	<input type="checkbox"/>	<input type="checkbox"/>
LEVEL 2	<input type="checkbox"/>	<input type="checkbox"/>
LEVEL 3	<input type="checkbox"/>	<input type="checkbox"/>
LEVEL 4	<input type="checkbox"/>	<input type="checkbox"/>
CAR PLAN	<input type="checkbox"/>	<input type="checkbox"/>
EAGLE MANAGER	<input type="checkbox"/>	<input type="checkbox"/>
GLOBAL RALLY	<input type="checkbox"/>	<input type="checkbox"/>



Here at Forever we like to celebrate your success every step of the way!

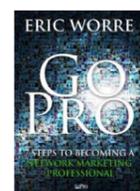
The two activities that we know are important to building your success are:

1. Being 4CC active, and
2. Sponsoring new team members

If you achieve these things in either your first or second month of being an Assistant Supervisor then you are eligible to qualify for your first incentive, The Fast Start Incentive!"



4CC Active
Forever Notepad Holder



Sponsor New Team Member:
Go Pro by Eric Worre - 7 Steps to becoming a network marketing professional

Guidelines:

1. Qualification period commences the day you achieve Assistant Supervisor.
2. 4CC active = Personal volume, Retail Sales and Preferred Customer sales (Min of 1CC personal)
3. Assistant Supervisors local to Australia, New Zealand and New Caledonia only eligible.
4. Only eligible in the first 2 months of being an Assistant Supervisor.
5. Can only qualify for each of the incentives once.
6. New team member is defined as a newly sponsored FBO who achieves AS level within that time period.



Lets celebrate your achievements right from the very beginning of your business journey!

Want to take the first step to growing your Forever Business? It's simple, be 4CC active consistently every month and your business will grow.

Being 4CC active helps you earn more income and allows you to qualify for other incentives in the marketing plan. It is a great behaviour to learn from day one.

4CC active = 1 CC personal (minimum) + 3 CC Retail or Preferred Customer.

There are 3 Qualification Levels to the 4CC Incentive		
Level 1	Level 2	Level 3
4CC Active for 3 Consecutive months	4CC Active for 6 Consecutive months	4CC Active for 12 Consecutive months

4CC Incentive Prizes

	Level 1 Forever Pen		Level 3 4CC gold Pin
	Level 2 4CC Silver Pin		

Qualification Period: This incentive period commences on Jan 1 and concludes on Dec 31st. FBO can only achieve each level once per year.



Accumulating 5CC's a month is a key step in helping your business grow.

While 4CC is the minimum qualification needed to be eligible for the monthly bonus, the secret to getting ahead is to do 5cc. This is the reason why we encourage all FBO's to aim for 5CC each month opposed to the bare minimum as this is because the qualification levels in both the marketing plan and incentive plan are in multiples of 5. By focusing on the 5cc over time it is easier to unlock the benefits.

There are 4 Qualification Levels to the 5CC Incentive			
Level 1	Level 2	Level 3	Level 4
Achieve 5CC's for 3 consecutive months. & Sponsor 2 Assistant Supervisors within 3 months.	Achieve 5CC's for 6 consecutive months. & Sponsor 4 Assistant Supervisors within 6 months.	Achieve 5CC's for 9 consecutive months. & Sponsor 6 Assistant Supervisors within 9 months.	Achieve 5CC's for 12 consecutive months. & Sponsor 8 Assistant Supervisors within 12 months.

5CC Incentive Prizes

	Level 1 Candle		Level 3 Waterbottle
	Level 2 Thermal Coffee Mug		Level 4 Suitcase

Qualification Period: This incentive is locked into the calendar year and begins when an FBO meets the requirements of Level 1 over 3 consecutive months open to all FBO's. FBO can only achieve each level once per year.

Requirement 1: Personal, Retail and Preferred Customer cc's will all count towards 5cc total. (Note: 5CC Incentive must include atleast 1 personal CC per month.) **Requirement 2:** Assistant Supervisors MUST be local FBO's in your home country (Aus, NZ or New Caledonia). **Requirement 3:** Local Home Country (Aus, NZ or New Caledonia) CC's will only count towards qualification. Physical prizes will not be redeemed for cash.



Launching for the first time in 2021 – The Forever Networking Lunch!

The must attend state based lunches to celebrate your success with Forever. A fantastic opportunity to meet with other FBO's and enjoy a complementary lunch and afternoon out.

- Networking Lunch Prize (one per state)
- Fabulous afternoon of laughter and inspiration
- Networking Opportunities
- Three course set menu lunch
- Non Alcoholic Cocktail

There are three qualifications periods for the year	To qualify
<p>Jan – April: Autumn networking Lunch</p> <p>May- Aug Winter Networking Lunch</p> <p>Sept – Dec: Spring Networking Lunch</p>	<ul style="list-style-type: none"> • Achieve a minimum of 15cc each month for four consecutive months • Personal and non manager case credits included • Sponsor 2 new Assistant Supervisors during the qualification period. • Home Country must be Australia or New Zealand. • Program Qualification period commences 1st Jan 2021 and concludes 31st Dec 2021

Dates		
<p>Autumn:</p> <p>NZ: TBC</p> <p>Sydney Saturday 16th May</p> <p>Melbourne: Saturday 29th May</p> <p>Brisbane : Sunday 30th May</p> <p>Perth : Saturday 12th June</p> <p>Adelaide : Sunday 13th June</p>	<p>Winter:</p> <p>NZ: TBC</p> <p>Sydney Saturday 12th Sept</p> <p>Melbourne: Saturday 18th Sept</p> <p>Brisbane : Sunday 19th Sept</p> <p>Perth : Saturday 9th October</p> <p>Adelaide : Sunday 10th October</p>	<p>Spring:</p> <p>NZ: TBC</p> <p>Sydney Saturday 22 Jan</p> <p>Melbourne: Saturday 18th Feb</p> <p>Brisbane : Sunday 19th Feb</p> <p>Perth : Saturday 4th March</p> <p>Adelaide : Sunday 5th March</p>

*Dates being subject to change.



Be a Leader - Be an Aloe Ambassador

How do you build a strong, vibrant and profitable business?

By building a strong, successful team. At Forever, we know that the only way to succeed is by helping others succeed.

The Aloe Ambassador Incentive helps you build a strong business because you recognise the importance of sponsoring and team building.

There are 4 Qualification Levels to the Aloe Ambassador Incentive			
Level 1	Level 2	Level 3	Level 4
Maintain 25 Personal and Non-Manager CC's for 6 consecutive months. Gain 1 Supervisors.	Maintain 50 Personal and Non-Manager CC's for 6 consecutive months. Gain 2 Supervisors.	Maintain 75 Personal and Non-Manager CC's for 6 consecutive months. Gain 3 Supervisors.	Maintain 100 Personal and Non-Manager CC's for 6 consecutive months. Gain 3 Supervisors + 1 Assistant Manager

Aloe Ambassador Incentive Prizes (All prizes have onstage recognition).

	<p>Level 1</p> <p>Forever Laptop Bag</p>		<p>Level 3</p> <p>Pandora Pendant Necklace (\$100)</p>
	<p>Level 2</p> <p>Glass Decanter + Cups</p>		<p>Level 4</p> <p>Ice Watch (\$250)</p>

Australian Aloe Ambassador - Top Achiever For the Year

No 1 Case Volume for 12 months

	<p>Winner</p> <p>Receive an Exclusive \$1000 David Jones Gift Voucher + Trophy</p>
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Qualification Period: There are 3 qualification periods throughout the calendar year: Period 1: Jan - June. Period 2: July - Dec or any consecutive 6 months from 1st January 2021 to 31 December 2021. Qualification periods must be achieved consecutively throughout the calendar year to qualify as a Top Achiever. If a qualification period is missed the FBO may re-qualify the following qualification period. You can only qualify at a level once.



Forever - The stuff of dreams

Who wouldn't like a new car, boat, or holiday home? You've been working your way up the Marketing Plan; it's about time you received a little bit more for your efforts. It's time to achieve the Earned Incentive (or 'Car Plan').

How to achieve it.

To qualify for the Earned Incentive, the Forever Business Owner must achieve the number of CC's shown in the table below in three consecutive months. Depending on how many CC's you and your group have achieved, you can qualify for 1 of 3 incentive levels.

CC requirements: Based on a total group volume

There are 3 Levels to the Earned Incentive			
	Level 1	Level 2	Level 3
CC Requirement Month 1	50CCs	75CC's	100CC's
CC Requirement Month 2	100CC's	150CCs	200CCs
CC Requirement Month 3	150CCs	225CCs	300CCs

Level 1: The company will pay a maximum of \$400 per month for a maximum of 36 months.	Level 2: The company will pay a maximum of \$600 per month for a maximum of 36 months.	Level 3: The company will pay a maximum of \$800 per month for a maximum of 36 months.
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If a managers total case credits drop below the month 3 requirement during any month, then that months earned incentive will be calculated at \$2.66 times the managers total case credits for that month.

If the managers total case credits drop below 50 in any given month then the earned incentive will not be paid in that particular month. Please refer to full terms and conditions in the Company Policy document.



High Flying

Qualify as an Eagle Manager and jet set to an amazing destination for cut edge training, amazing network and a load of fun!

You've worked hard, and you're now a Manager wondering how to take your business forward. The Eagle Manager Incentive sets the requirements to help Forever Business Owners understand what they need to do to continue to move their business once they have achieved the Manager position.

Eagle Manager status must be earned and renewed each year by meeting the following requirements after qualifying as a Recognised Manager.

1. Be Active and Leadership Bonus qualified every month.
2. Accumulate at least 720 total CC's, including at least 100 CC's from new, personally sponsored down-lines.
3. Personally sponsor and develop at least two new Supervisor lines.
4. Support local and regional meetings.

In addition to the requirements listed, Senior Managers and above must also develop and maintain downline Eagle Managers, as outlined in the following schedule, in order to be considered an Eagle Manager.

Each downline Eagle Manager must be in a separate sponsorship line and come from any generation.

Senior Manager	1 Downline Eagle Manager.	Diamond Manager	15 Downline Eagle Manager.
Soaring Manager	3 Downline Eagle Managers.	Double Diamond Manager	25 Downline Eagle Manager.
Sapphire Manager	6 Downline Eagle Managers.	Triple Diamond Manager	35 Downline Eagle Manager.
Diamond Sapphire	10 Downline Eagle Manager.	Centurion Diamond Manager	45 Downline Eagle Manager.

Qualification period: 1 May – 31 April. Please refer to full terms and conditions in the Company Policy document

GLOBAL RALLY & CHAIRMAN'S BONUS INCENTIVES

The Global Rally will be an opportunity to rub shoulders with the absolute best in the business, access sophisticated and improved trainings, witness bigger recognitions and watch even greater entertainment. Those who qualify for the Global Rally will be jetted off to a unique and exciting destination to celebrate their achievement and excited about what is possible.

An FBO can qualify for a trip for two to the FLP Global Rally, including airfare, lodging, meal and activity allowances, and spending cash, by accumulating 1,500 or more Total Case Credits from January 1st through to December 31st of each year

In order to achieve the 1,500 Case Credit and higher Global Rally awards:

- Case Credits from all the countries where he/she has a group are included.
- Must be active and Leadership Bonus qualified or Non-Manager Case Credits generated during any Month will not count for the Global Rally awards;
- Any Case Credits generated by the FBO personally will count regardless of Activity status.

	FLIGHTS	MEALS	ACCOMMODATION	SPENDING MONEY	RALLY ALLOWANCE	VIP CHECKOUT
UNDER 1.5K	✓	For 5 days (4 nights)	For 5 days (4 nights)	\$250 USD <small>On Globaly Rally card</small>	X	X
1.5K	✓	For 6 days (5 nights)	For 6 days (5 nights)	\$500 USD <small>On Globaly Rally card</small>	✓	X
2.5K	✓	For 7 days (6 nights)	For 7 days (6 nights)	\$1,200 USD <small>On Globaly Rally card</small>	✓	X
5K	✓	For 8 days (7 nights)	For 8 days (7 nights)	\$2,200 USD <small>On Globaly Rally card</small>	✓	✓
7.5K	✓	For 8 days (7 nights)	For 8 days (7 nights)	\$3,200 USD <small>On Globaly Rally card</small>	✓	✓
10K	✓	For 8 days (7 nights)	For 8 days (7 nights)	\$3,200 USD <small>On Globaly Rally card</small>	✓	✓
12.5K	✓	For 8 days (7 nights)	For 8 days (7 nights)	\$5,200 USD <small>On Globaly Rally card</small> \$7,500 USD <small>Deposited into bank account</small>	✓	✓
15K	✓	For 8 days (7 nights)	For 8 days (7 nights)	\$5,200 USD <small>On Globaly Rally card</small> \$15,000 USD <small>Deposited into bank account</small>	✓	✓
20K (FIRST YEAR)	✓	For 8 days (7 nights)	For 8 days (7 nights)	\$5,200 USD <small>On Globaly Rally card</small> \$15,000 USD <small>Deposited into bank account</small>	✓	✓
20K (SUB YEARS)	✓	For 8 days (7 nights)	For 8 days (7 nights)	\$5,200 USD <small>On Globaly Rally card</small> \$25,000 USD <small>Deposited into bank account</small>	✓	✓

Please refer to full terms and conditions in the Company Policy document

Almost ready to start your business?

Use the following checklist to make sure you have everything you need:

- Written out your goals
- Had planning session with your mentor
- Joined the FBO facebook group: <https://www.facebook.com/groups/foreverbusinessownersaus>
- Attended one of the monthly Fast Start training sessions
- Know how to use your unique store link (<https://FBONUMBER.fbo.foreverliving.com>)
- Completed the Hobby Declaration section on the change of details form & emailed to enquiries@foreverliving.com.au
- Started using the products
- Know the actions I need to do in my first month
- Know what you can't say for compliance reasons in social media
- Start my first 100 conversations list
- Approached my First Five people to get started
- Understand the incentive plan and set goals around which incentives you would like to achieve!
- Check out the resources at www.foreverliving24dayprogram.com

Now it's time to get started!

Good Luck in building your business!



First Steps To Manager

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, Halal and Islamic Seals of Approval. Forever does not test its products on animals.

foreverliving.com.au

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Forever Business Owner: 

