

JAN 2020 - DEC 2020

Forever Incentives

YOUR JOURNEY STARTS HERE!



FOREVER®



Welcome to the Forever Incentives Brochure.

Make 2020 the year you take your Forever business to the next level!

At every step of your journey with Forever we have an incentive that celebrates your hard work and commitment to building your business.

Forever has a world class marketing plan and an exceptional incentive program. From Travel opportunities, cash bonuses, the Forever to Drive Car program, and international training! The opportunities are endless!

It all starts by setting a goal and working step by step to achieve your goal!

And the good news? By following the steps of our incentive program, you are also following a guide for developing a successful and stable business!

The question is where will Forever take you in 2020!

Have you joined our Facebook group yet?

Visit [facebook.com/groups/ForeverBusinessOwnersAus](https://www.facebook.com/groups/ForeverBusinessOwnersAus) and join today for all the latest Forever Australia updates! Your key source on how to stay on track with your business!

FAST START

5CC's INCENTIVE

ALOE AMBASSADOR INCENTIVE

FOREVER 2 DRIVE INCENTIVE

EAGLE MANAGER RETREAT

GLOBAL RALLY

CHAIRMAN'S BONUS

If you are on track to earn incentives, you are on track to grow your business!

The Forever Living incentives program teaches you best practice and provides the key milestones to build your business the right way. It breaks down the journey through the marketing plan into achievable segments that are easy to focus on.

Let the marketing plan and the incentives guide your journey and you will be on your way to building a lasting and successful Forever business!



FLP360°



Insight. Strategy. Growth.



Have you signed up for the FLP360 yet?

The tool you need to help achieve your incentives!

Instead of you dealing with complicated data, difficulty to find information, and the complexities of digital media, Forever took care of all the heavy lifting, so you can focus on the parts of your business that matter most – the people. With FLP360, you'll have everything you need in one simple to use platform.

Simplified Reports:

Get the relevant information you need to take immediate action and keep your business on course. FLP360 provides insights in a straightforward and easy-to-understand package.

Social Media Tools:

FLP360's social media scheduler allows you to schedule your social posts and have them go live automatically on any app downloaded to your phone.

Dynamic Landing Pages:

Now you can easily create beautiful landing pages to showcase your business and products online. We've created calls to action you can choose from to include on your landing pages to inspire prospects to shop, join your team or contact you with questions.

Content Curation:

You don't have to spend hours creating your own content. FLP360's content curation lets you search and choose from a massive library of professional marketing materials including ads, articles, photography, videos and so much more. Just search, choose and publish.

Prospect Tracking:

Track prospects who shop or engage with your business online and see which ones have made recent purchases or signed up to join your team. You can use this information to create contact lists that let you add notes and designate leads as hot, warm or cold, so you always know which leads to prioritize.

The Forever Marketing Plan.

The Forever Marketing Plan provides you with a clear pathway to creating a strong successful business.

As you develop your business, build a team and increase sales, you move up in the Marketing Plan and progress through the incentives.

With Forever, it really is as simple as that!

If you are on track to earn incentives, you are on track to grow your business.

As your business grows so does your income as you unlock greater discounts and higher profits.

There are 4 key elements in the marketing plan:

- Your personal discount
- Retail profit
- Profit on preferred customers
- Team leading bonus

The more volume you sell the more you receive in benefits.

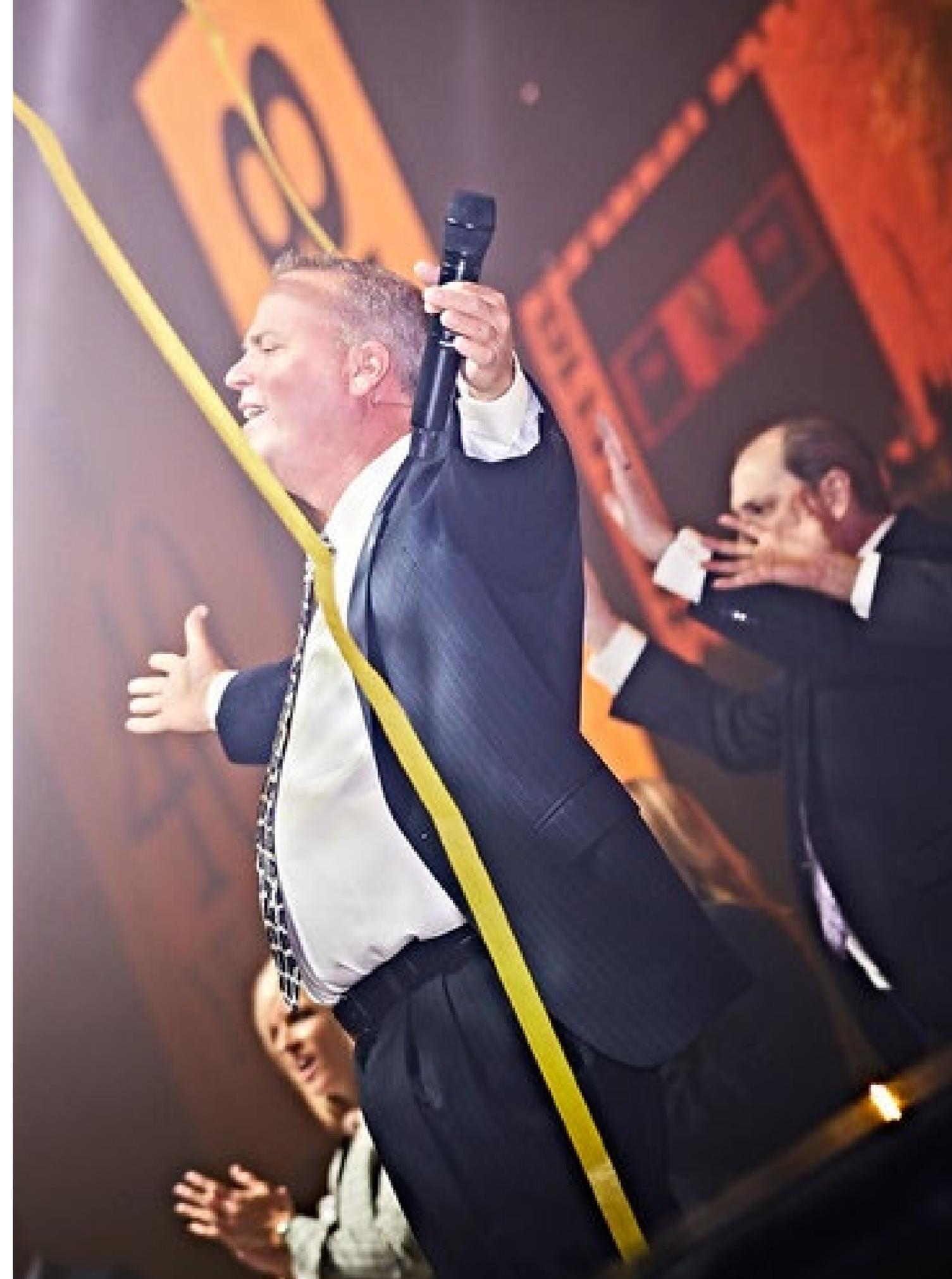
To move up in the marketing plan you need to reach sales volumes targets over 2 consecutive months except for Manager level where there is the opportunity to meet the volume requirements over 4 months.

And the great news is, once you move up a level in the marketing plan you don't go backwards or requalify!

Case Credits – the route to success.

Case Credits (CC's) are the foundation of the Forever incentives. Case Credits are values that are assigned to each product in the Forever product range. As these credits accumulate, they determine if you are eligible to advance to higher levels in the Marketing Plan and qualify for various incentives.

Total personal discounts	Retail Profits 30% + Bonus	Preferred Customer 15% + Bonus	Team Leading Bonus	
48%	18%	18%	13% 10% 5%	Manager ← 120cc or 150cc
43%	13%	13%	8% 5%	Assistant Manager ← 75cc
38%	8%	8%	3%	Supervisor ← 25cc
35%	5%	5%		Assistant Supervisor ← 2cc



FAST START INCENTIVE

Kick start your business with Forever Living with the Fast Start incentive program.

Like any business when you start you need to develop the necessary skills to build it and when you start your business with Forever Living it is no different!

The Fast Start Incentive is only eligible to those who have just become Assistant Supervisors and is available to work towards only once. It rewards you for taking the time to learn the basic skills in the business and celebrates you being 4cc Active within the 1st full month of starting your business. Incentive commences 1st Feb 2020.

To qualify for the Fast Start Incentive :

1. You must have reached the level of Assistant Supervisor, not available to preferred customers or retail customers.
2. You need to have completed our online 6 module "Fast Start" training program within the first 2 weeks of becoming an Assistant Supervisor.
3. You need to be 4cc active in the first full month following becoming an Assistant Supervisor.

Guidelines:

1. Qualification time commences the day you achieve Assistant Supervisor.
2. Online course must be completed within the 14 days following the day of reaching Assistant Supervisor
3. The qualification period for the 4cc commences on the 1st day of the following month of becoming Assistant Supervisor.
4. Personal, retail and preferred customer case credits count towards the 4cc total.
5. Assistant supervisors must be local to Australia, New Zealand and New Caledonia

Fast Start Prize:

Forever Living branded A4 micro fibre pad cover trimmed with imitation leather for a fantastic look. Inside you will find an A4 lined writing pad, card holder, pen loop and an open pocket.



5CC INCENTIVE

Your Start to Global Entrepreneurship

You're a new Forever Business Owner, and wondering how to make a start. The top positions of the Marketing Plan seem like a long way off, and you've no idea how to get to the Global Rally. This is where the 5CC Incentive comes in.

Accumulating 5CC's a month is the basis of the Forever Marketing Plan; the bread and butter of our business. Gaining 5CC's a month encourages you to develop a strong base in your business. By doing 5cc every month the first stages of developing your business are complete.

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.

For those who see themselves on stage with Rex Maughan picking up a cheque for thousands of dollars, it's important to get into the 5CC's a month regime.

Just think - if you recruited two new Forever Business Owners and coached them to achieve 5CC's each month just like you, in just two months, you would be promoted to Supervisor in the Marketing Plan. A small team of just 12 FBO's who all achieve 5CC's a month will make you a Manager with a monthly bonus payment of between \$2,500 - \$3,500+.

The 5cc incentive is available to Assistant Supervisors, Supervisors and Assistant Managers who do not meet the requirements of the Aloe Ambassador program, once you qualify for the Aloe Ambassador program you are only eligible to receive the incentive for this program not the 5cc. The 5cc incentive is not available to Managers, who should be focused on the Aloe Ambassador program"

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.

FAST TRACK OPTION: Qualify at Level 2 with a minimum of 55 active cc's (a minimum of 5 each month) and 6 Assistant Supervisors (minimum 2 during Level 1 and minimum 2 during Level 2) and you will qualify to FAST TRACK and earn all the prizes right up to Level 4 instantly.

5CC Incentive Prizes (All prizes have onstage recognition)

Level 1	A Forever Pen	Level 3	Forever Water Bottle
Level 2	Forever Toiletry Bag	Level 4	Forever Travel 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 Assistant Supervisor to Assistant Manager only. 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.

"From day one, my Sponsors highlighted the importance of adopting the 5CC habit and it is just something that I knew I had to do each month. Using the products is so easy, what is there not to like in the brochure! If you haven't done it already, get a bin liner and empty the house of all non-Forever products, throw them out and order Forever products instead. When I did this my husband realised I was really serious about my new business!"

Angie MacKenzie





ALOE AMBASSADOR INCENTIVE

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.

A Forever business doesn't just rely on the buying and selling of health and beauty products, it will also be developed by offering other people a unique opportunity to change their lives for the better. This is done through team building and developing people. As you develop your team size and total case credits will increase.

The Aloe Ambassador Incentive will help to do this because it recognises the importance of sponsoring and team building. In following the criteria outlined by the incentive programme, developing a team should become easily achievable.

All successful Forever businesses start with building a team of like minded people who share the same ambition to change their life using the Forever opportunity. Building a team starts with sponsoring, and to recognise the importance of sponsoring in helping Forever Business Owners build a strong, vibrant, profitable business, we have an Aloe Ambassador Incentive Pin.

Sponsoring produces many rewards, including creating confidence, achieving higher levels of success on the Marketing Plan, growing your business and increasing your income.

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 2 Supervisors.	Maintain 50 Personal and Non-Manager CC's for 6 consecutive months. Gain 3 Supervisors.	Maintain 75 Personal and Non-Manager CC's for 6 consecutive months. Gain 4 Supervisors.	Maintain 100 Personal and Non-Manager CC's for 6 consecutive months. Gain 4 Supervisors + 1 Assistant Manager

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

Level 1	Sustainable Reusable Glass Coffee Cup	Level 3	Forever Cheese Board
Level 2	Forever Laptop bag	Level 4	Forever wine glasses

Australian Aloe Ambassador - Top Achiever For the Year

No 1 Case Volume for 12 months.

Winner	Receive an Exclusive Forever Yellow "Ice" Watch + Trophy
---------------	--

Qualification Period: There are 2 qualification periods throughout the calendar year: Period 1: Jan - June. Period 2: July - Dec. 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.

Requirement 1: Be 4cc active every month. **Requirement 2:** New Supervisor MUST be local FBO's in your home country (Aus or NZ).

Requirement 3: Local Home Country (Aus or NZ) CC's will only count towards qualification.

FOREVER 2 DRIVE

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').

Forever has created exactly the right incentive to make dreams come true. This is an extremely generous incentive and one which is, unsurprisingly, one of the most sought after.

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.

The best thing is that you can qualify for a higher incentive level straight after completing your third qualification month. For example, if you achieve incentive level 1 in January, February and March, you can already qualify for level 2 or 3 in April. In order to maintain that incentive level, you need to continue achieving the level of sales you achieved in the third month.

Don't forget that the CC's earned by your team also count towards your total.

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.



“Focusing on getting to Eagle Manager means that there is a bridge from the position of Manager to the big money.”

Andy Waring, Soaring Eagle Manager



EAGLE MANAGER RETREAT

High Flying

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 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

Don’t feel overwhelmed – just think, if you have a team of 20 people in your group each accumulating 5CC’s a month, you will be accruing 100CC’s in just one month.

GLOBAL RALLY & CHAIRMAN'S BONUS INCENTIVES

One World

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 where they will be introduced to the concept of a business where no limits exist; a business without boundaries.

The point of the Forever incentive scheme is to help develop an understanding for setting targets, realising what is achievable and working hard to get there. It's about learning best practice and keeping your business on track.

The qualification for the Global Rally is simple, achieve at least 1.5k (1,500CCs) in one calendar year or qualify for Chairman's Bonus. No complicated rules, no small print. Achieve 1.5k from 1 January – 31 December or qualify for Chairman's Bonus in the same period and Forever will take care of the rest.

And the interesting aspect is, depending on how many CC's a Forever Business Owner achieves in one calendar year will depend on how much of the Global Rally a Forever Business Owner will experience.

The Chairman's Bonus is another incentive to get excited about. This programme allows Forever Business Owners to

have access to the financial success of the company. Who doesn't want to receive a cheque for thousands? Qualifying also entitles you to a place in the Global Rally where you can collect your cheque from the founder himself, Chairman and CEO, Rex Maughan.

For full details of the Chairman's Bonus and Global Rally incentive scheme, visit www.foreverglobalrally.com



FOREVER INCENTIVES

So, why go for the company incentives? Well firstly, why not? These programmes provide extra income, travel and recognition! They are there for the taking. Secondly, by working towards these incentives, Forever Business Owners are provided with a guide for developing successful and stable businesses.

It is important to make use of the incentives. They provide key milestones for breaking up the journey to the very top. Recognition is at the heart of Forever's culture so take what's on offer.

The question is where will Forever take you? Work towards these incentive programmes, and who knows where you will find yourself.

For more information on each incentive qualification, visit our web address (as below) or consult the Company Policy handbook.



FOREVER®

Forever Living Products Australia

foreverliving.com.au | foreveronline.com.au | [instagram.com/ForeverAustraliaHQ](https://www.instagram.com/ForeverAustraliaHQ)
[facebook.com/groups/ForeverBusinessOwnersAus](https://www.facebook.com/groups/ForeverBusinessOwnersAus) | [facebook.com/ForeverAustraliaHQ](https://www.facebook.com/ForeverAustraliaHQ)

Forever Business Owner: