HERE COME THE GIRLS
Jan Whittaker and daughters
Sam Fawdry-Jeffries and
Natalie Heeley talk business
The Global Rally is unquestionably one of the most momentous and exciting events ever to feature in the Forever incentives scheme.

With thousands of Distributors joining together from around the world, the Global Rally celebrates and recognises the achievements of the Forever Global community.

19-27 APRIL
www.foreverglobalrally.com
Adjustments

Adjustment Day for July business is Monday 4th August.

Adjustment Day is an opportunity for Distributors who are moving through the Marketing Plan or qualifying for an incentive to place an order with Paul Sant, General Manager, in order to make up the Case Credits they need. Please note that Adjustment Orders will not be taken for qualification of Volume Bonus or Leadership Bonus – these orders must be placed within the calendar month.

All adjustments must be made by contacting Paul Sant on 01926 626 629 between 8am - 12pm only.

You cannot place adjustment orders at the Product Centres, through the Call Centre or online. Applications for Adjustment Day can be scanned or emailed on Monday 4th August. These applications need to be received by 12pm or will not be processed.

These Case Credits cannot be used to make up 4CC or Leadership qualification. These applications need to be received by 12pm or will not be counted.

Last Working Day is Thursday 31st July.

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A unique opportunity

I honestly believe that Forever is the greatest opportunity in the world. I’m often asked what makes Forever different from other companies, and of course, our aloe and our other great products is the obvious answer! But in addition, there are many other things that make Forever great.

At Forever, one core focus of ours is to be the best in the world at paying the highest bonuses to our Distributors. At our Global Rally in London, we were so excited to award our Chairman’s Bonus qualifiers cheques totalling over $22 million. While we are extremely proud of that number, it is important to remember that this is only a small fraction of the bonuses paid each year to our Distributors around the world.

Another thing that we work hard at each year is developing exciting new products, specifically the new product packs. Clean 9, the new F.I.T. programme, Vital 5 and En-Argi packs are a great way to introduce new people to your Forever business. While all of these things are important, one of the things that really makes Forever different is our deep passion for enriching lives. Our company and our Distributors take great pride in bringing the opportunity to others, helping them to achieve their goals by improving their health and the health of those around them, and by achieving financial freedom. How many people truly get to say that their job rewards them for helping as many people as possible to get what they want? That’s what makes Forever unique.

Thank you for everything that each and every one of you does to make Forever the greatest opportunity in the world. With you, we can make a difference.

Rex Maughan, Chairman and CEO
I was first introduced to Forever at a friend’s party six years ago, where I became a fan of the products. At the time, I had too many excuses for why I couldn’t join the business – children too young, didn’t have the time, didn’t know anyone who would want to buy the products. I often find myself wondering just how successful I would be now, had I had the confidence to join back then.

Being a full-time mum with three young children and a self-employed partner, the thought of my youngest child starting school and me having to look for a job made me shudder. I didn’t want to look for something that would suit the school hours, and I didn’t want to be sending my children to breakfast and after-school clubs. Financially, this was never going to be rewarding, and I could visualise the next few years being tough.

So, in an attempt to be able to give myself more employment opportunities, I went to college part-time and got my maths and English qualifications, as I knew this was essential if anyone was going to even look at my CV. I also squeezed in some training courses that would help me to gain employment in schools, as this would suit my family’s needs. I knew this wasn’t what I wanted to do, but I thought it would be the best fit.

When my neighbour Wayne knocked on my door one afternoon with a box of products to sample, I had no idea that he and his wife Rebecca would soon become my sponsors.

“The thought of working hard to be successful with Forever thrills me, and I’m loving every minute of the challenge.”

I joined Forever at the end of January – so that I could get my products at a lower price – and purchased the Clean 9. I had the intention of retailing a few products until September, when my daughter starts school, and possibly start to build up a business from then.

On March 6th everything changed. My partner fell from a ladder at roof height and was air-lifted to hospital. He was lucky to get away with only broken bones, but his injuries required surgery and he spent two weeks in hospital. I expected my business to be non-existent for the following few months without Darren able to help at home, and he had a long recovery ahead of him.

I used Facebook to help build my business, and I found the hospital visiting times were useful. My first photo on Facebook was of Darren in the hospital bed, holding a bottle of Forever Freedom.

The second post I added was of the Aloe Vera Gelly tube, and from this came 12 orders. For the rest of March, I retailed 9.359CCs, and this became my base month from which I went on to achieve Supervisor in April.

My sponsors have been instrumental in motivating me and giving me confidence. We have become such good friends and I really feel like I’ve gained a whole extended family, including their upline and crossline, and now my downline. I’m very proud of the team I am helping to develop too. And now, those plans to start building my business this September are replaced with the intentions of achieving Manager in September.

The thought of working hard to be successful with Forever thrills me, and I’m loving every minute of the challenge. I no longer fear job interviews, rejection and missing my kids’ school plays – I can continue to be around at home as Darren works towards a full recovery. Best of all, I get to help other people to grow their own business and be their own boss.

I’m excited for the future, and will be so happy to see my team on stage this year for promotion. Who would have thought that a sample box of products would turn out to be my ticket to success?
This year is shaping up to be our best year by far, in both the UK and Irish business. Congratulations to all of you on your amazing achievements. Both markets have grown by over 60% year-to-date, and show signs of accelerating even further.

Record numbers attended our Success Express events in June, and the sheer number of you moving through the Marketing Plan and growing your business was great to see. Both head office teams are working flat out to support your growth, and we thank you for your patience.

For me, the Success Express events are the highlight of our month as we are able to hear your individual stories, the journey that you have taken so far, and the things you plan for the future. I am so proud of the courage that you show, and immensely proud of the way that together we all touch the lives of thousands of people in a positive way.

I am sure that at every Success Express, the people who are most proud are those who have helped mould the lives of the people being recognised on stage. Increasingly, we now hear testimonials from people who had not even heard of Forever just a short while ago, but already their lives have positively changed as a result of their involvement. How rewarding it must be to know that you have played a part in that.

Sometimes we fear talking to people in case we are rejected, or ridiculed for what we are involved with. Of course, nobody likes to be rejected or ridiculed, but then, why should we let our lives be negatively affected by the thoughts of others? By not sharing what we have, we not only disadvantage ourselves, we deny others the chance to help themselves.

Once we can start to really believe in ourselves, then we can help others do the same. A positive self-image and belief can be built in a number of ways. It can be built by having some success – although we need to be careful that this is not simply ego or arrogance – and it can be built by constantly working on our thoughts about ourselves. We naturally doubt ourselves, but need to resist doing this. A positive self-belief brings a quiet confidence.

Work on yourself each day, more than you work on anything else. It’s interesting that many of us are committed to working on our physical shape, but often not so committed to working on our mental shape. What do you do each day to combat the barrage of negative messages that are out in the universe? Small changes here can make a big difference, things like listening to a self development book when driving, or even just reading one chapter a day of something inspirational. Henry Ford once said, “Whether you think you can, or think you can’t, you’re right,” so be sure to be constantly thinking the right thoughts. I know that whilst it is hard to change our thinking, our future is influenced massively by it. I am so proud of what we are doing, I truly believe that we are all making a positive difference, and that has to be good.

Bob Parker, Country Manager
@bobparkerflp
I used to work in recruitment as an office administrator. I never really liked it, but I wasn’t sure what else there was out there that I could do. I’ve always wanted to do something where I could feel a real sense of achievement, but had no idea what that was.

I then fell pregnant and went on maternity leave in March 2013. I had no intention of going back to work, but wasn’t sure what I could do part-time that would fit in flexibly around my baby and where I could still earn a full-time salary. I had to work so that I could take the pressure off my husband, but the thought of actually going back to a boring office depressed me. Also, if I did go back to work, I would be spending all of my money on nursery fees. I would have to leave my baby and have no money – there had to be another way!

I then met my wonderful sponsor, who introduced me to the business. I wasn’t really sure what it was all about, but I was looking for a new opportunity, so I went for it and signed up.

I really struggled at first, I had so many fears to face and talking to people about anything, let alone the business, was one of them. I managed to get to Supervisor by myself – with no team – but I’d reached my first goal, so I was happy.

I almost gave up in January, as I needed to recruit, but I just couldn’t do it. Then I sat down and focused on the reasons why I was doing the business. I didn’t want to go back to working in an office and missing precious time with my baby, I wanted to be successful, I wanted a lovely family home in the country and I didn’t want to ever struggle for money. My biggest reason was to be able to look back and say that I had built something through hard work and determination.

"I love my team, and being able to help them achieve their goals is the best feeling. My next goal is Manager and I am so excited about my future."

So, in February 2014, I went for it. I built up the courage, read some helpful books and spoke to lots of people. I have now built a lovely team who are all as passionate about the business as I am.

I love my team, and being able to help them achieve their goals is the best feeling. My next goal is Manager, and I am so excited about my future.
Here come the girls...

The idea of launching an independent business through network marketing can be daunting for those who are unfamiliar with the business model. So, we thought the best way to dispel any misconceptions about the industry – and to demonstrate the potential of Forever’s business opportunity specifically – would be to look at a real-life example of network marketing in action.

Carrie Service speaks to one of Forever’s most prominent success stories; three women who show just how this business can transform your life, and the lives of those around you...

Natalie Heeley is well-­renowned in Forever for her speedy climb to the top, achieving Sapphire Manager after just five short years in the business. But Natalie’s story actually began almost 20 years ago, when her mother, Jan Whittaker, joined Forever. Working part-time in corporate hospitality, after a chance meeting with aloe expert Dr Peter Atherton, Jan signed up, working her way through the Marketing Plan to Manager in around 10 months. As she and her sister, Manager Sam Fawdry-Jeffries, her mum, and I, sit around the kitchen table in Sam’s beautiful barn conversion property, I can see that this is a tightknit family, and that they are all immensely proud of each other’s achievements. Even their brother Nick, who is based in South Africa, has recently decided to become part of the family business. The three not only work together in the ‘Power Team’, the official name of their growing empire – they also live in the same picturesque Oxfordshire village. Natalie and Sam are next-door neighbours, and Jan and her husband Peter live just a few minutes’ walk down the lane.
An evolving business

Jan has been virtually retired for the past three years, and things have changed a great deal since her initial foray into network marketing. "There was no technology back then," says Jan. "I had a little tiny PC and a mobile phone the size of a brick – and very few other people actually had mobile phones, so they didn’t help you build your business very much." Indeed, recruiting was a much more drawn-out process all those years ago, involving driving back and forth to appointments and endless conversations on the phone. "You would still do your 100 list – that hasn’t changed – and then from there you would phone people up and make appointments, so it meant driving quite a distance. The whole process was a lot more time-consuming, and I suppose in a way, a little bit more frustrating." In spite of this, Jan achieved great things with Forever, ranking as no 5 in the Top 10 Business-Builders last year. And she still strongly believes that despite the considerable influence of modern technology, Forever remains a people business, built around relationships and personal development.

Social media

Natalie puts her own success down to good old-fashioned hard work, but she also recognises the vital part social media has played in the speed at which her business has grown. This, she believes, is something that every successful Forever Distributor needs to be acutely aware of as they mentor new recruits in their teams. "We used to coach how to make a phone call, but now we need to coach how to use Facebook, how to write a Facebook status and how to have a Facebook conversation," she explains. "Gone are the ‘how-to-make-a-phone-call’ days. Now it should be about how to create an impactful Facebook message." But contact should always be tailored to the individual, selecting the appropriate form of communication for that particular prospect, adds Natalie. "You should always contact someone via the means of communication you usually use with that person. For example, I’ll sit down in a planning meeting with someone and they will identify the five people they want to speak to. I’ll then ask if they normally text, email, Facebook or phone them. Whichever method they select, we’ll then use that to initiate the introduction to Forever." Contacting prospects in the way that they most expect means they are more likely to be responsive, says Natalie. "They will just think it’s really strange if you haven’t called them on the phone in years, and suddenly you are calling them," she adds. 

“Gone are the ‘how to make a phone call’ days, now it should be about how to create an impactful Facebook message.”
Changing attitudes

Another aspect that has notably changed since the early days of Forever is the public perception of network marketing as an industry. Gone are the days where people would recoil in distaste at the mere mention of multi-level marketing, or direct selling.

“I think people are far more open to it now,” says Jan. “When I started, everyone was very sceptical – I was even sceptical myself, and it actually took me a year to join. Not only had people not heard of the company – they hadn’t even heard of the product. You try selling a yellow bottle of gel that nobody has ever heard of, via network marketing – an industry that everybody is very sceptical about!” But with legitimate industry representatives such as the Direct Selling Association now championing our business model, and increased public backing demonstrated by our sustained growth, things couldn’t be more different today.

The demographic of people joining the business is also evolving, as Sam comments. “I remember it being more sort of middle-aged when I was growing up. But when Natalie moved next door, [team members] Faye Daly and Natalie Tilsley came round for a barbecue, and I remember thinking, ‘Oh wow, these people are actually quite fun – and young!’” Jan agrees with this observation. “It has completely changed. It was a middle-aged business – but now it is far younger and more diverse.”

It is interesting to see the cross-section of the business that Jan and her daughters exemplify. Sam, who joined the business just under a year ago, recently hit Manager and is now beginning to see the real benefits. Like Natalie, she had her own business before she joined Forever, but felt its earning potential had hit a dead end, not helped by her becoming a mother and having to employ a member of staff to cover the hours she couldn’t work in her bridal shop. After years of refusing to become involved with Forever, the penny finally dropped when Natalie moved in next door. “I suppose I’d always known what mum and Natalie were doing, but never wanted to do it myself. But my bridal business had reached the level where I couldn’t really earn any more from it. It was never going to give us what this has given us in eight or nine months. Being next door to Natalie and seeing the potential in front of me is what did it for me.”

Natalie’s success is now such that she is planning on reducing her activity by around 50% this year, giving her more time to do the things she enjoys. And Jan, though her involvement with Forever is now minimal, has more than tripled her income since retirement, due to the continual success of her well-established team.

The growth of the entrepreneur

With success stories like Jan’s, Natalie’s and Sam’s, it is no wonder that Forever continues to grow at such a rate. And with a less than secure jobs market, more people are now open to the idea of becoming self-employed. Forever gives people the opportunity to do this without the risky investment usually associated with launching a business, with the peace of mind that comes from working with a well-established, trusted, company, says Natalie. “Traditionally, businesses require an investment of at least £5,000 to £12,000, whereas people have a different mind-set about spending £200 – especially with all of the amazing success stories to back it up. I remember John Curtis saying to me that you can work five years and never have to work again – and now that’s true.”
Social media dashboards

Manage your media

Social media is completely changing the way businesses operate in the UK and across the globe. For owners of small and medium-sized businesses in particular, it has opened up a whole new world of possibilities.

Those who might not previously have had access to such detailed insight of their target market can now communicate with, and analyse, the behaviour of the people they want their products or services bought by. We have taken you through some of the more popular social media platforms and how they can be used in your day-to-day business. This month, we will be asking Social Media Executive, Ronald Kafesu, how to manage your online presence using social media dashboards.

For more information on subscribing to Hoot Suite or Sprout Social visit www.hootsuite.com/plans or www.sproutsocial.com/pricing
Thanks to our series of insightful articles on social media, you are now all becoming increasingly savvy about this important business tool. The next challenge is learning how to integrate all of your social media platforms, so that they work in synergy with one another. Juggling your Facebook, Twitter, LinkedIn, Instagram, Pinterest and any other social media accounts you may have can seem like a full-time job in itself – and here's where dashboards come into play...

Allowing you to simultaneously update numerous accounts from one application, dashboards are designed to take the headache out of social media management by ensuring that all of your accounts are singing from the same hymn sheet at any one time.

There are numerous options out there, but we have chosen to concentrate on the two most popular; Hoot Suite and Sprout Social.
Data analysis

Ever wondered what impact your tweets and posts have on your following, if anyone clicks on the link to your online shop, or if the content of your posts is engaging people? These questions can be answered by choosing a dashboard that has a reports function.

“Sprout Social is integrated with bitly.com [a website that allows you to shorten hyperlinks so that they are easier to post on social media platforms] and shortens links for you automatically. You can also track these links via reports to see who’s clicking on them,” explains Ronald.

Reports generated by dashboards usually include information about the number of mentions, likes, clicks, new followers, and other types of activity around your posts, presented in an easy-to-read format. They also provide detailed information on the demographic of your following – this kind of data can be crucial in assessing the success of a social media campaign, helping you to decide what your next move should be.

Encouraging collaboration

Social media dashboards allow you to give full access to multiple users at once. This is a handy function if you work closely with team members, and can prove useful if you’re unable to attend an important event or training, but would like it to be covered on all social media platforms. You can even cater for the amount of access you allow for different team members if you wish – depending on their seniority, for example. You can also have internal conversations within the dashboard itself, allowing you to collaborate and discuss your social media strategy with your team from different locations.

The right fit

Choosing the right dashboard could simply boil down to personal preference, and what you find to be the most user-friendly. Ronald uses both Sprout Social and Hoot Suite, and says that both have their pros and cons. “On one hand, I prefer Sprout Social to Hoot Suite because of the simplicity of the dashboard and reports – it’s pleasing to the eye! But for listening to social media conversations I would say Hoot Suite is actually better, as the dashboard and interface is a lot cleaner and you can track hashtags more easily. Hoot Suite separates hashtags into different streams for each individual social media platform, whereas on Sprout Social, it all comes under one feed and that can get confusing.”

However, Sprout Social does have a function that Hoot Suite doesn’t have: it can target posts for specific audiences. As Ronald explains, “For example, say you wanted to only send a post out to people in Birmingham between the ages of 21-26, Sprout Social gives you that option, which can be really useful for posts that are only really relevant to specific audiences, or if you are trying to concentrate on one area of your business. It also has a better search and discovery option with location filters that allow you to search for a hashtag or keywords within a certain area. For example, I could have used it at the Global Rally to see what people were talking about within a five-mile radius of The O2 Arena.”

Try before you buy

Most social media dashboard providers have various packages available, beginning with a basic free option. This usually allows you to integrate up to three social media platforms and includes a simple analytic reports function. A monthly subscription fee will allow you to create more complex reports and will give coverage for a greater number of social media profiles, depending on how much you are willing to pay. If you think a more substantial package is for you, be sure to take advantage of the 30-day free trial before you invest.
My name is Kelly Hobbs, I am 38 and a single mum of a 15-month-old boy called Freddie. When Freddie was six weeks old his dad and I separated, so it's now just me and Freddie. I was faced with the fact that I would have to return to full-time work, as I have a mortgage and bills to pay, and Freddie's dad was not going to help me out in any way. I had previously let my property out, so I returned to my Dad's house in order to spend as long as possible on maternity leave with Freddie.

During my maternity leave, my good friend (and now sponsor) Stephanie Barnsby, had joined Forever and had started talking to me about the opportunity. I have to admit that I was not taken by the idea, as I was worried it was all sales – I am definitely not a sales person! I dismissed it a number of times, until I decided that I should at least go and look at the opportunity, as I didn't have any other options at that time.

I went along to the Business Presentation that week, and got called away as my son was poorly, so I still didn’t really have any idea of what the business was all about. I did know that there was a cost involved, and that worried me slightly, mainly because I was surviving on just statutory maternity pay, and wasn't sure if I had the spare cash. The next morning, I decided that I should just go for it. I didn't fully understand the whole business technique, but I did know that if I had any chance of spending lots of quality time with my son, I had to find something to replace my full-time income.

I managed to do my 4CCs for a few months, and then I started to struggle to even do this. By September, I wasn't sure if I was going to get anywhere near the 4CCs I needed. Then Steph went to a planning meeting with a colleague of ours, and she had her 'light bulb' moment. She came to see me afterwards and asked me how serious I was about the business, and if I really wanted to make a go of it. She sat down with me and showed me how to plan my months, breaking it down into where the CCs would come from. By October, I had recruited three people and had been promoted to Supervisor!

"...I would now advise everyone to give it a chance, because you just never know."

But in November and December, I took my foot off the pedal again and everything started to slow down. My recruiting wasn't happening, and I was just about hitting my 4CCs again.

January arrived and I had to return to my job, so I went back to working four days, which allowed me to have some time with Freddie – but not as much as I wanted.

In February I started recruiting, in March I hit Assistant Manager, and in April I hit Manager. I never would have thought I’d enjoy a business like Forever, but I would now advise everyone to give it a chance, because you just never know.
100 Club. Where will it take you?

Achieve 100CCs in personal and non-Manager business for three months and obtain admission to Forever’s exclusive 100 Club. Earn fantastic incentives, including up to £600 in travel vouchers or an iPad.

Scan here for full details on how to qualify.
Life's a beach!

Tracey and Chris Munro have been in the business for a little over a year, but have already achieved great things in this relatively short period of time. Carrie Service catches up with Tracey to talk about their most recent accomplishment – reaching Soaring Manager.

“We of course do lots of planning and we attend every single training available. But it’s also about showing your excitement to others, and showing that you believe you can do it.”
Tracey and Chris Munro were not strangers to the world of independent business when they found Forever. They had previously owned a hair and beauty salon, but sold the business three years ago and decided to invest in an online travel agency franchise. With the hope of spending more time at home with their children, particularly as their daughter had been diagnosed with type 1 diabetes, Tracey and Chris put their heart and soul – not to mention their entire savings of £12,000 – into the enterprise. They were bitterly disappointed with the results, and were less than impressed with the guidance provided by the company. “We had just a day’s training with no real help or support,” recalls Tracey. “I think in the end I was making about £100 a month from it.”

Although the franchise itself wasn’t destined for success, by a twist of fate, it did lead the Munros to Forever. Natalie Heeley had approached Tracey about the business opportunity before, but Tracey had declined. A couple of years later, she got in touch again – but this time for a different reason. “Natalie contacted me to find out the cost of booking some excursions in Hawaii, because she was going there for the Global Rally. That same night there was a Business Presentation and she asked me to come and take a look. I decided to go along – not just because she was a customer – but because I could see that she was driving around in a nice car and that she was going to Hawaii!”

Tracey and Chris joined the business in May 2013 and since then have achieved Earned Incentive levels 1, 2, and 3, 100 Club, Eagle Manager, Soaring Manager, Chairman’s Bonus, and qualified for the Global Rally. So, what has been their secret to climbing the Marketing Plan so rapidly?

“I think the most important thing is showing your excitement about the business,” says Tracey. “We of course do lots of planning and we attend every single training available. But it’s also about showing your excitement to others, and showing that you believe you can do it. This then rubs off on your team, and if they come to a brick wall in their business – perhaps the last day or two of the month where they haven’t quite got the case credits they need for a promotion – we make them believe that they can do it, and they do.”

Tracey has continued to aim high throughout her time with Forever and puts this ambition down to an early meeting with Natalie, where she was first told about the Global Leadership Team. “To be honest, at first I thought she was lying. But then I went home and Googled all of the Diamond Managers and I just became obsessed with them!” Determined that she too would enjoy every incentive Forever had to offer, Tracey set about building her business – and the rest is history.

The final piece of the puzzle fell into place earlier this year, when Chris joined the business full-time. Chris had been working away in Scotland for a number of years, only coming home every other weekend to be with the family. In January, he was able to retire from his engineering job to join Tracey in their Forever business, and catch up on all of the things he had been missing out on at home.

“Determined that she too would enjoy every incentive Forever had to offer, Tracey set about building her business – and the rest is history.”

“Our home life has changed completely now that Chris is here,” says Tracey. “He can take the kids to school with me and pick them up, and we spent every day of the Easter holidays with the kids. He’d never even been to a parents’ evening before, which is something that he’s now able to do. The last four months have just been amazing.”
Self-made woman.

As an entrepreneur in her own right, Angela Loughran is no stranger to success – but this doesn’t mean that she’s resting on her laurels. Having recently hit Sapphire Manager, she is continuing to chase her dreams through Forever. She speaks to Carrie Service about the challenges she has faced building her international business from Lanzarote, and her plans going forward.

How were you introduced to Forever?
Three-and-a-half years ago when I was 33, I was taking part in a gym-based calendar shoot in Worcester, and one of the other ladies involved had sold me an Aloe Body Toning Kit before the shoot, via Facebook. I was blown away by the results, and she invited me to a one-to-one on Skype. That lady was Kate Hindley, a stranger at the time, but who later became my sponsor.

What were your initial thoughts about the business opportunity?
I didn’t think it was for me! I was already running three large businesses that I started when I was 23, and I had no time. But that is actually what Forever has given back to me – my time.

Were you wary at first?
No, I wasn’t wary in the slightest. I had never heard of network marketing and had no preconceptions whatsoever. Once I had decided to go for it, I didn’t have any reservations about the company or business model at all; I trusted it completely and was excited and proud to be part of it from day one.

Would you say that your previous experience as an entrepreneur has helped you to achieve success through Forever?
Yes and no. Forever is so different to my other companies; I have a villa travel agency, a property management company, a large retail warehouse for all things swimming pool and jacuzzi-related, and a self-storage company. What I did have was networking and self-promotion skills, developed over the 10 years prior to joining Forever as an entrepreneur.

What challenges have you faced along the way?
I think the same as most people; comparing myself with others and considering quitting. Also, as nine of my 10 Managers are in different countries to me, the frustration of having to do everything online was a challenge – I know face-to-face is much better. I’m known for being successful through online networking, but I would be far more successful if I could have recruited, coached and mentored face-to-face, as that is how I became successful before Forever. However, I adapted my way of approaching business by doing everything from the office remotely.

You recently received a Chairman’s Bonus cheque for over $25,000 – congratulations! What advice would you give to Distributors hoping to pick up their own cheque in Singapore next year?
Absolutely focus on Chairman’s Bonus. The size of the first cheque is so irrelevant – my first was around $8,000, but had it been 50 cents, I still would have been over the moon. To me, it’s the ultimate reward, and a real achievement to be proud of.

Did you enjoy the Global Rally?
I love every single Forever event I attend, from Business Presentations with 50 people, to rallies with 20,000. Just being around like-minded, motivated, friendly people is such a buzz. The rallies are particularly special though, as you get up close to Rex and the family, and meet some amazing people from around the world who can become life-long friends.
"I love every single Forever event I attend, from Business Presentations with 50 people, to rallies with 20,000. Just being around like-minded, motivated, friendly people is such a buzz."

What does it mean to you to have reached Sapphire Manager?

It felt like I had finally ‘got it’, and my confidence as a mentor shot through the roof. Since returning from the rally where I was recognised for Sapphire, I’ve worked harder than ever before, completely focused on developing as many Sapphires and beyond in my downline. The real achievement will be when someone in my downline overtakes me and reaches Diamond Sapphire, or Diamond, before me. That excites me more than anything, and I have been working closely with a few really strong contenders – so watch this space!

And finally, what is next on your list of goals?

I’m chasing a $300,000 Chairman’s Bonus cheque, as that will pay off my mortgages. I have always wanted to own the roof over my head, and will soon be able to.
Treat yourself. You've earned it.

Want to earn an extra monthly income to treat yourself to something special? Earn up to £525 extra cash per month with Forever’s Earned Incentive programme.

Earned Incentive qualifiers
June 2014

Lisa Williams and Michael Williams
Earned Incentive Programme
June 2014 Level 1
Rachel Brookes and Ben Brookes
Earned Incentive Programme
June 2014 Level 1
Jessica Day and Benjamin Day
Earned Incentive Programme
June 2014 Level 1
Rebecca Deoley
Earned Incentive Programme
June 2014 Level 1
Nicola Hasket
Earned Incentive Programme
June 2014 Level 1
Katie Bridge and Jim Bridge
Earned Incentive Programme
June 2014 Level 1
Zoe Stuart and Chris Thompson
Earned Incentive Programme
June 2014 Level 1
Abigail Horne and Aarran Horne
Earned Incentive Programme
June 2014 Level 1
Andrew Drought
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June 2014 Level 1
Tracey Dell
Earned Incentive Programme
June 2014 Level 1
Candice Smith
Earned Incentive Programme
June 2014 Level 1
Tamsila Kanwal
Earned Incentive Programme
June 2014 Level 1
Caroline Strawson
Earned Incentive Programme
June 2014 Level 1

Stacey Morris
Earned Incentive Programme
June 2014 Level 1
Stephanie Parker and Matthew Phillips
Earned Incentive Programme
June 2014 Level 1
Michelle Walker and Aaron Walker
Earned Incentive Programme
June 2014 Level 1
Kathryn Thyer and Christopher Thyer
Earned Incentive Programme
June 2014 Level 1
Vanessa Rendall
Earned Incentive Programme
June 2014 Level 1
Servander Kaur
Earned Incentive Programme
June 2014 Level 2
Rebecca Parry and Adon Francis
Earned Incentive Programme
June 2014 Level 2
Joanna Bacon
Earned Incentive Programme
June 2014 Level 2
Claire Wallis and Steve Howard
Earned Incentive Programme
June 2014 Level 2

Lisa Prescott
Earned Incentive Programme
June 2014 Level 3
Cora Mckeown and Daniel Hawkins
Earned Incentive Programme
June 2014 Level 3
Danielle Walsh and Ryan Lamb
Earned Incentive Programme
June 2014 Level 3

Scan here to find out how.
About 15 years ago, we became entrepreneurs and had various business ventures, ranging from an estate agency franchise and an IT and management consultancy firm, to a travel agency. We ran these businesses successfully and actively until Eddie got a call to ministry, when he started as a founding pastor of Gateway Chapel, a church in Kent. He became a full-time pastor about seven years ago, so we had to sell or scale down some of our businesses. We still had a real interest in helping people to become effective in their careers, and we wanted the people around us to experience success and fulfillment in their lives.

In July 2012, we went on our family holiday to Turkey and met a doctor and his lovely wife (Dr Michael and Mrs Tina Egbor) who were on holiday with their daughter. The doctor noticed that our then 15-year-old daughter had eczema – which she had struggled with from when she was a toddler – and he gave us the Aloe Propolis Creme to try. We had gone to the GP on numerous occasions about this issue, and they prescribed many things that didn’t work.

Eventually, the GP prescribed steroids for her, which seemed effective for a short while, but she relapsed badly. Within the first few days of our daughter using the propolis, we started noticing a difference on her skin. This got us curious, and Eddie had a one-to-one meeting with Dr Michael to find out more.

Dr Michael shared his story with Eddie; how he and his wife got involved with Forever and how it allowed her to resign from her job to focus on the business and raise their children. This story got Eddie’s attention.

Dr Michael brought the registration form to our apartment that evening and we signed up and ordered our New Distributor Pack – while still on holiday in Turkey! When we got back home, we identified our closest BP, which was at The Hilton in Maidstone. The co-ordinator, Babs Seymour, and group members, were so welcoming and warm. Although our sponsors were not even in the area, we never felt like strangers.

"Within the first year, we qualified for the Earned Incentive programme and are very excited to have impacted and inspired so many of our team members."

We followed the Marketing Plan diligently and achieved the position of Manager within six months of working the business part-time. Within the first year, we qualified for the Earned Incentive programme and are very excited to have impacted and inspired so many of our team members. We have also recently created two frontline Managers within 18 months, and qualified for Eagle Manager.

"We have found this journey life-changing – not only for us, but for the many people that we have around us. We have proven that this business provides a great solution, and are truly grateful that Dr and Mrs Egbor decided to share the opportunity with us."
Philippa and Robert Symes, like many others, were looking for an alternative to their stressful corporate lifestyle when they found Forever. They barely saw each other during the week, living for the weekends when they could have family time. Now they are able to work together every day, and spend their time doing the things they enjoy. Carrie Service talks to Philippa about their journey so far...

“We realise that we now need far bigger goals...Hitting Sapphire has really changed our perspective.”
How were you introduced to Forever?
I came across a local ad and was fortunate to meet John Curtis, who showed me the huge potential of Forever. At the time, I was looking for anything that could help get Robert out of his stressful IT career. He was working very long hours, and we rarely had time for each other, or our growing teenagers. I was also working long hours in a sales career with local radio, so our weekends were precious. Work-life balance was an issue.

What were your initial thoughts about the Business Opportunity?
I immediately saw the potential. I didn't quite grasp the Marketing Plan, but I was massively excited! I realised that if I could make this work for me, and could have the level of success that I could see clearly happening for others, it would pave the way for an amazing future. Despite the fact that I was working long hours, I made time for my business, every single day. A vital component was having a mentor and coach to help me each step of the way. I needed to learn the basics as quickly as possible, and regardless of the fact that I didn't really know what I was doing, I hung on to Jayne and John who showed me how – I was a good student! In the March of the following year, Robert, seeing how the business was flying, took redundancy so that he could join me in the business full-time.

Would you say that your previous business experience has helped you to achieve success through Forever?
I have had a few businesses in the past. However, I believe much of our success is down to the fact that I was super-excited and passionate about what I was doing. The realisation that this was a chance to really achieve what we wanted in life. It has been very much more about attitude than experience or business sense. I knew deep down that this was going to work; it was just a question of applying myself and learning the skills that I needed.

Did you enjoy the Global Rally?
I absolutely loved the Global Rally, one big showcase of success and recognition. I was just bowled over that it was in the UK. What I loved more than anything was being able to bring our team to such a spectacular event.

How important are incentives to your business?
Incentives have always driven our business. They allow us all to really run to the wire and have something incredibly exciting to go for, that will grow our business as well as reward us. Jayne [Leach] from the very beginning urged and encouraged me to work towards all of the incentives, and that's something that we really pass on to our team.

What does it mean to you both to have reached Sapphire Manager?
We are immensely proud. We were very focused on achieving Sapphire. But of course, this is a team effort – without our fabulous team and inspirational leaders we would not be Sapphire, so this is their recognition too. I think back to when we first started in January 2000, Sapphire Manager seemed so far away. But as you move up the Marketing Plan, everything gets much closer and you realise that you can achieve greater things. Getting to Sapphire really was a fantastic achievement. However, we realise that we now need far bigger goals to stretch us for the next 12 months, looking not just at the next step, but the next two steps ahead. Hitting Sapphire has really changed our perspective.

What is next on your list of goals?
We have so many goals – we are passionate about travelling and have an overland vehicle which we want to take on many trips across the world. In order to do all of that and more, we are aiming for Diamond Sapphire in the next 12 months. We also are working with our Managers to help them achieve Eagle Manager, Earned Incentive, and Chairman’s Bonus, and to help them fly up the Marketing Plan to Senior and Soaring. That's what Forever is all about isn’t it? Helping others achieve and seeing their success is the most rewarding of all.
Promotions

Angela Loughran
Kate Hindley

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Jayne Leach and John Curtis

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Keeley & Daniel Backus
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Ian & Nuni Gerard Pearse
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Susan & Mark Growther
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Natalie Heeley

Recognitions

Recognition

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Cheska Lawson
Caroline Cathey
Chaudry Jahangir Sabir
Tamsila Kanwal
Each month, Forever recognises those of you who have moved through a level of the Marketing Plan. This month’s move-ups are:

**Supervisors**

- Natalie Heeley
- Tracey & Chris Munro
- Soaring Managers
- and Sponsors

- June 2014 | Forever Recognition

- Sibyl Raif
- Hina Bhudia
- Patricia & John Corrigan
- Kim Contell
- Verity Conlon
- Claire Comelli
- Nikki Collinson
- Sally Cocker
- Rosemary Clarke
- Emma Clarke
- Nicola Clark
- Katelyn Clark
- Elizabeth Canton
- Thomas Carpenter
- Natalie Casey
- Katelyn Clark
- Nicola Clark
- Emma Clarke
- Rosemary Clarke
- Sally Cocker
- Danielle Colclough & Alex Jealous
- Nikki Collinson
- Ceri Colwill
- Claire Cornelli
- Verity Conlon
- Kim Contell
- Patricia & John Corrigan
- Susan & William Cramp

- Denise Creed
- Sarah Damani
- Danielle Dasgupta
- Debra Dasgupta
- Claire & Matthew Davies
- Tracie Davies
- Chanise Davies & Greg Allan
- Obianuju De Beneducci
- Harri Dhokia
- Maria Dixon
- Laura Dobson
- Rebecca Dooley
- Caroline Dousanjh
- Jade Easter & Kris Green
- Chibuzor & Steve Ehnota
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- Siobhan Edwards
- Louise Edwards
- Caroline Elliott
- Sarah England
- Cara Evans
- Carol Evans & Andrew Parker
- Elizabeth & Henry Fajemirokun
- Laura & Daniel Fallows
- Adrienn Farrak
- Andrew Farrant
- Ashleigh Faulkner
- David Finch
- Kimberley Fontana
- Vivenne Forbes
- Helen & Matthew Fry
- Denise Fry
- Tammy & Lee Gardner
- Katie Gear
- Jay & Laura Gilluley
- Marie Gnaumba
- Naf & Ricardo Goncalves
- Joanne Goodridge
- Simon Grant
- Helena & Adam Gray
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- Michelle Greedy
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- Andrew & Sarah Hagart
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- Kaylee Jo Hankins
- Sadia Haroon
- Clair-Louise Harris
- Christina & Mark Harris
- Melanie Heron
- Dominic & Nicola Holland
- Helen Holmes
- Michelle Hood & Barry Denison
- Mr Ali Hossain
- Michelle Hughes
- Bethany Hughes
- Michelle & Mark Humphries
- Umreen Hussain
- Minazam Hussain & Waste En Zaman
- Andrea Imbastari
- Amy & Christopher Isaacson
- Fiona & Dale Isard
- Fatimah Ismail
- Sabina Ivovic
- Rebekah Jackson & Warren Reece
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- Miriam & Stuart Jepson-Gore
- Liliana Jicon
- Alison & Jeremy Jones
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- Zayn Kallbounah
- Ernest Paul & Jasmine Kamran
- Parita Kansara
- Marong Katib
- Verna Kaunda
- Rachel Keepin-Davies
- Rosina Tabassum Khan
- Georgina Kingham
- Anna King-Lee & Daniel Gravener
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- Miles Kirkwood
- Shindo Klaire
- Claire Knight
- Sobie Pauline Kouadjo & Jean Assen
- Sabbah Kousar
- Sameer Kousar
- Julia Krajnakova
- Sarah Lawlor
- Cathryn Lawrie
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- Jeremy & Louise Leeds
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- Beth & Andrew Lovatt
- Emma Luff
- Shahzia Mahmood
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- Adriana & Dragos Mandici
- Sarah & Brian Mann
- Rudan Marquez
- Samantha & Chris Marsh
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- Emmanuella & Abosede Mateson
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- Kirsty Milward
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- Emma Mumford
- Emma Murphy
- Pomely N’choh
- Mary Nduba
- Abbey Nelson
- Jacqui Nelson
- Shahnaz Yunus
- Emine & Cem Yilmaz
- Aysun Yildiz
- Camille Wyre
- Gemma Wright
- Madeline & Paul Woodcock
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- Madeline & Paul Woodcock
- Gemma Wright
- Billy Williams
- Benish Riaz
- Sandra Rodrigues
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- Sarah Rotheram & Phil Rotherham
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- Mantombi Saki & Francis Antwi
- Amriddleep Sall
- Joanne & Alec Salmon
- Albertina Mwaka Samasumo
- Julie Sarama
- Gayatri Samplay
- Nicola Sandy
- Omolara Savage-James & Tega James
- Randy Sewell
- Taranam Shah
- Farah Shah
- Aneela Sharif
- Anita & Sharminder Sharma
- Suzanna Shepherd
- Rachel Shirley & Joshua Wood
- Rachel Simson
- Sunita & Mohinder Singh
- Katie Slender
- Chloe Smith
- Cheryl Smith
- Beresford Smith
- Deepa Solanki
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- Gillian & Mark Squires
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- Gemma Stuart
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- Beena Tanna & Richard Short
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- Christine Tenks
- Juliette Toumine
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- Kirsten & Daniel White
- Stephanie Whitehead
- Lucy Williams
- Sara Williams
- Clare Williams
- Abigail Williams
- Zahra Willis
- Karen Wilson
- Madeline & Paul Woodcock
- Gemma Wright
- Camille Wyre
- Aysun Yildiz
- Emine & Cem Yilmaz
- Shahnaz Yunus
- Nalini Salim & Sayed Ahmed

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**July 2014 | Forever Recognition**
Sponsor of the Month
June 2014

This incentive is awarded to the Distributor who sponsors the most new people during the month. This incentive is important as sponsoring and developing new Distributors is the cornerstone of building a thriving and successful business.

1. Sue and Nick Richards
2. Morolawun and Henry Emmanuel
3. Salman Kirney

Retailer of the Month
(personal business) June 2014

This is awarded to the Distributor with the most retail sales. It is important as it promotes developing a regular customer base which is an essential part of building a successful business.

1. Candice Smith
2. Emma McPherson
3. Les Marshall

Top Area June 2014

Top Area is judged on sales against target, new Distributors signing up and moving up the Marketing Plan, building team spirit and creating an environment for success.

1. Huw and Janette Harries and the Welsh Team
Area 190
2. Kent and the South East Leaders, Area 210
and Kevin and Yvonne James, Area 170

Aloe Matters has had a makeover!

Available twice a year, in a new, more substantial format.

Get yours now!

Only £3.50 for 10 copies. Code: 1452.
## Business-Builders

This incentive is based on achieving the highest total business, and sponsoring at least one Assistant Supervisor during the month.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
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<tbody>
<tr>
<td>1</td>
<td>Natalie Heeley</td>
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<td>2</td>
<td>Angela Loughran</td>
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<td>3</td>
<td>Julianna Woods</td>
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<td>Claire &amp; Keith Spencer</td>
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<td>5</td>
<td>Emma &amp; Shaun Cooper</td>
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<td>6</td>
<td>Diana &amp; Geoff Page</td>
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<td>7</td>
<td>Louise Evans</td>
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<td>8</td>
<td>Adam May</td>
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<td>Louise Mackenzie</td>
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<td>10</td>
<td>Kate Hindley</td>
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<td>11</td>
<td>Debbie &amp; Martin Nwangwa</td>
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<td>12</td>
<td>Lynne James</td>
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<td>13</td>
<td>Kelle Gargaro</td>
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<td>14</td>
<td>Nicola &amp; Ian Liggins</td>
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<td>15</td>
<td>Lisa Prescott</td>
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<td>16</td>
<td>Andy Waring &amp; Viviane Bernhard</td>
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<td>17</td>
<td>Cora McKeown &amp; Daniel Hawkins</td>
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<td>18</td>
<td>Danielle Walsh &amp; Ryan Lamb</td>
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<td>19</td>
<td>Tracey &amp; Chris Munro</td>
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<tr>
<td>20</td>
<td>Alison Woodley</td>
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</table>

## Non-Manager Business-Builders

This incentive is based upon achieving the highest non-manager business and sponsoring at least one Assistant Supervisor during the month.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
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<tr>
<td>1</td>
<td>Emma &amp; Shaun Cooper</td>
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<td>2</td>
<td>Louise Mackenzie</td>
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<td>3</td>
<td>Lisa Prescott</td>
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<td>4</td>
<td>Angela Loughran</td>
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<td>Cora McKeown &amp; Daniel Hawkins</td>
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<td>7</td>
<td>Claire &amp; Keith Spencer</td>
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<td>Diana &amp; Geoff Page</td>
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<td>10</td>
<td>Natalie Heeley</td>
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<td>11</td>
<td>Rebecca Deeley</td>
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<td>12</td>
<td>Julianna Woods</td>
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<td>13</td>
<td>Charlotte &amp; Mark Pridmore</td>
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<td>14</td>
<td>Danielle Walsh &amp; Ryan Lamb</td>
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<tr>
<td>15</td>
<td>Candice Smith</td>
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<td>16</td>
<td>Kelly &amp; Ben Colley</td>
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<td>17</td>
<td>Abigail &amp; Aarran Horne</td>
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<td>18</td>
<td>Michelle &amp; Aaron Walker</td>
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<tr>
<td>19</td>
<td>Sarah &amp; James Matyjasik</td>
</tr>
<tr>
<td>20</td>
<td>Zoe Stuart &amp; Chris Thompson</td>
</tr>
</tbody>
</table>
Why? Why? With the sports nutrition industry on a growing curve in the UK and Europe, now is the time to expand your business into this ever-growing sector.

When? When? 26 July. Registration is at 10.00am. 10.30am – 4.00pm (lunch included)

Where? Where? Milton Keynes Product Centre, Sunningdale House, MK7 8LF.

Why? Why? Cosmetics specialist, Louise Riley, takes a detailed look at Forever’s beauty products and demonstrates how you can build a business in this booming industry.

When? When? 1 August. Registration is at 10.00am. 10.30am – 5.00pm (lunch included)

Where? Where? Longbridge Manor, Warwick, CV34 6RB.

Why? Why? Our Advisory Board member and beauty and nutrition expert, Dorne Parker, takes us through the unique properties of our range of supplements and helps you recommend the right products to your customers.

When? When? 8 September. Registration is at 10.00am. 10.30am – 4.00pm (lunch included)

Where? Where? Longbridge Manor, Warwick, CV34 6RB.

For ticket bookings, prices and for more information on trainings, please visit www.foreveruktickets.co.uk or call the Events Department on 01926 626 628.

IMPORTANT INFORMATION ABOUT ALL TRAININGS:

Unless stated otherwise, ALL trainings are open to Distributors of Forever only. The exceptions to this rule are Business Presentations and Success Expresses.
Area 10
Southern Central England

Area Development Directors:
Maureen & Alvin Blume

Area Product Centre:
38-39 Sunningdale House,
Caldecotte Lake Drive, Caldecotte Lake Business Park,
Milton Keynes, MK7 8LF.

Area Product Centre opening times:
Tuesday 9.30am – 8pm  Wednesday 9.30am – 2pm
Thursday 9.30am – 10pm  Saturday 9.30am – 2pm
T: 01908 371 666

Wireless Network: FOREVERGUEST Password: EAGLE123

T: 01908 271 871
M: 07773 818 652
E: maureen@mblume.co.uk
W: www.foreverknowledge.info

AREA CENTRE
BP - Every Thur. Reg 7.30pm. Start 8.00pm. Finish 8.45pm
July 17, 24, 31 | August 7, 14, 21, 28

July 23 | August 6, 20

NST - Reg 9.30am. Start 10.00am. Finish 4.30pm
August 2, 30

P&CCT - Reg 9.30am. Start 10.00am. Finish 4.30pm
August 2, 30

Area 100
Southern England

Area Development Director:
Paul Brown

VM: 01926 678 541
M: 07976 733 374
W: www.foreverknowledge.info

BASINGSTOKE
at the Hampshire Court Hotel RG24 8FY
BP - Every Wed. Reg 7.30pm. Start 8pm. Finish 9pm
July 23, 30 | August 6, 13, 20, 27
Contact Dennis Paynter
M: 07779 127 907

BOURNEMOUTH
at the Village Hotel BH7 7DZ
BP - Every Wed. Reg 7.30pm. Start 8pm. Finish 9pm
July 22, 29 | August 5, 12, 19, 26
Contact Peter Stockwell-Jones
M: 07947 685 785 / E: peter.sj@btinternet.com

EASTLEIGH
at the Holiday Inn SO50 9PG
BP - Every Thur. Reg 7.30pm. Start 8pm. Finish 9pm
July 17, 24, 31 | August 7, 14, 21, 28
Contact Peter & Diane Moore
M: 07979 612 374

P&CCT – Parts 1 & 2 - Reg 7pm. Start 7.30pm. Finish 10pm
August 14
Contact Peter & Diane Moore
M: 07979 612 374

July 27
Contact Andy Drought
E: ajd101@hotmail.com

MAIDENHEAD
at the Holiday Inn SL6 2RA
BP - Every Tue. Reg 7.30pm. Start 8pm. Finish 9pm
July 22, 29 | August 5, 12, 19, 26
Contact Mandee Lal
M: 07970 215 216
Area 110
Midlands

Area Development Directors:
Alan & Sue Matthewman

Area Product Centre:
Longbridge Manor, Warwick, CV34 6RB

Area Product Centre opening times:
See FOREVERknowledge website.

Wireless Network: FOREVERGUEST Password: EAGLE123

W: www.foreverknowledge.info

T: 01527 854 723
M: 07970 342 310 (Sue) / 07720 301 854 (Alan)
E: midlands@flpuk.net

AREA CENTRE
BP - Every Wed. Reg 7.30pm. Start 8pm. Finish 9pm
July 23, 30 | August 6, 13, 20, 27
Meeting leader Terry Villars
E: terry@soaringteam.com

NST - Reg 9.45am. Start 10am. Finish 4pm
August 2

P&CCT – Parts 1 & 2 Reg 9.45am. Start 10am. Finish 4pm
August 2

Please book all NST & P&CCT with Sue Matthewman
E: midlands@flpuk.net

BIRMINGHAM
at the Jurys Inn B1 2HQ

BP - Every Mon. Reg 7.30. Start 8pm. Finish 9pm
July 21, 28 | August 4, 11, 18
Meeting leaders Alan & Sue Matthewman
E: midlands@flpuk.net

EAST MIDLANDS
at the Best Western Premier Yew Lodge Hotel, Kegworth DE74 2DF

BP - Every Thur. Reg 7.30pm. Start 8pm. Finish 9pm
July 17, 24, 31 | August 7, 14, 21, 28
Meeting leaders Andrea Agacinski M: 07835 081 955
& Steve Holden E: steve@inspiresuccessgroup.co.uk

GLOUCESTERSHIRE
at the Holiday Inn, Barnwood GL4 3RX

BP - Every Tue. Reg 7.30pm. Start 8pm. Finish 9pm
July 22, 29 | August 5, 12, 19, 26
Meeting leader Teresa Jones
E: teresa@morgan-jones.info

SHROPSHIRE
at the Ramada, Telford TF3 4NA

BP - 1st & 3rd Tue. Reg 7.30pm. Start 8pm. Finish 9pm
August 5, 19
Meeting leader Sue Barker
E: sue@freedomgroupforever.com

AREA 140
East Anglia

Area Development Directors:
Brian Thompson & Stephanie Taylor

M: 07738 232 896 (Brian) / 07720 583 340 (Stephanie)
E: add140@live.co.uk
W: www.foreverknowledge.info

CAMBRIDGE
at the Holiday Inn CB24 9PH

BP - Alternate Wed. Reg 7.45pm. Start 8pm. Finish 9pm
July 23 | August 6, 20
Meeting leaders Peter and Diane Curtis Prior
M: 07947 809 880

P&CCT - Reg 10.45am. Start 11am. Finish 5pm
July 26 | August 31

NST - Reg 10.45am. Start 11am. Finish 5pm
July 27 | August 30

Contact ADDs
M: 07738 232 896 or E: add140@live.co.uk

CHELMSFORD
at the Pontlands Park Hotel CM2 8HR

BP - Alternate Mon. Reg 7.45pm. Start 8pm. Finish 9pm
July 28 | August 11, 25
Contact Andrew Morgan
M: 07818 421 237

IPSWICH
at the Holiday Inn, Orwell, The Havens IP3 9SJ

BP – Alternate Tue. Reg 7.45pm. Start 8pm. Finish 9pm
July 29 | August 12, 26
Contact Tamas Farkas M: 07804 314 657
Contact Louise Whitehouse-Giles M: 07719 583 178

LINCOLN
at the Bentley Hotel LN6 9NH

BP - Every Wed. Reg 7.30pm. Start 8pm. Finish 9pm
July 23, 30 | August 6, 13, 20, 27
Contact Ginny Harrop
M: 07931 584 234

NST - at the Venue Navenby, Navenby
Reg 10.45am. Start 11am. Finish 5pm
September 27

P&CCT - at the Venue Navenby, Navenby
Reg 10.45am. Start 11am. Finish 5pm
September 28

PETERBOROUGH
at the Orton Hall Hotel PE2 7DN

BP - Alternate Tue. Reg 7.45pm. Start 8pm. Finish 9pm
July 22 | August 5, 19
Contact Maxine Woodley
M: 07854 059 738
Area 160
South West England

W: www.foreverknowledge.info
www.facebook.com/area160southwest

BP
Business Presentation
FREE (Business Dress)

FST
Fast Start Training £5pp incl. workbook, with subsequent attendance free.

NST
Network Skills Training £20 for first time attendance incl. workbook, with subsequent attendance £10.

P&CCT
Product & Customer Care Training £20 for first time attendance incl. workbook, with subsequent attendance £10.

Area 170
North

Area Development Directors:
Kevin & Yvonne James

Area Product Centre:
York House, 12 Drury Lane, Wakefield,
West Yorkshire, WF1 2TE

Area Product Centre opening times:
Monday 10am – 7.30pm (closed bank holidays)
Wednesday 2pm – 9.30pm

Wireless Network: ZyXEL_7135bud Password: a1db2yv

What's On
July 2014 | Forever
Area 180
Scotland
W: www.foreverknowledge.info
www.facebook.com/area180foreverscotland

EDINBURGH
at the Edinburgh Marriott EH12 8NF
BP - Alternate Tue. Reg 7.30pm. Start 8pm. Finish 9pm
July 29 | August 12, 26
Contact Ron Currie
T: 01389 761 311

GLASGOW
at the Westerwood Hotel 1, St Andrews Drive, Cumbernauld G68 0EW
BP - Alternate Mon. Reg 7.30pm. Start 8pm. Finish 9pm
July 21 | August 4, 18
Contact Ron Currie
T: 01389 761 311

AYRSHIRE
at the Gailes Hotel, Irvine KA11 5AE
BP - First Thurs. Reg 7.30pm. Start 8pm. Finish 9pm
August 7
Contact Eileen Auld
M: 07779 264 562

STIRLING
at the Stirling Management Centre, FK9 4LA
FLAWLESS TRAINING
Reg 10am. Start 10.30am. Finish 4pm
September 8
Book via www.foreveruktickets.co.uk

Area 190
Wales

Area Development Directors:
Huw & Janette Harries
M: 07734 778 276
E: wales@flpuk.net
W: www.foreverknowledge.info

NEWPORT
at the Hilton Hotel, Newport NP18 2LX
BP - Every Thurs. Reg 7.30pm. Start 8pm. Finish 9pm
July 17, 24, 31 | August 7, 14, 21, 28
NST - Reg 9.15am. Start 9.30am. Finish 3.30pm
Booking essential to wales@flpuk.net.
September 27
P&CCT - Reg 9.15am. Start 9.30am. Finish 2.00pm
September 20
Booking essential to wales@flpuk.net.

SWANSEA
at the Village Hotel SA1 8QY
BP - Reg 7.30pm. Start 8pm. Finish 9pm
Every Tues.
July 22, 29 | August 5, 12, 19, 26

WREXHAM
at the Ramada Plaza Hotel LL13 7YH
BP - Alternate Mon (except bank hols).
Reg 7.30pm. Start 8pm. Finish 9pm
July 28 | August 11

CARDIFF
at the Maldron Hotel, St Mary's Street CF10 1GD
BP - Alternate Mon. Reg 7.30pm. Start 8pm. Finish 9pm
July 23, 30 | August 11

CWMBRAN
at the Parkway Hotel NP44 3UW
FLAWLESS TRAINING
Reg 9.30am. Start 10am. Finish 3.30pm
September 6
Booking essential to wales@flpuk.net.

If you have a guest attending any of the Welsh Business Presentations and you cannot be there in person, please text or call our meeting leaders to arrange to welcome them for you.
Newport: Janette Harries 07734 778 276
Swansea: Alison Jones 07734 168 193
Wrexham: Ian Stockdale 07725 555 715
Cardiff: Tracey and Chris Munro 07787 423 983

For P&CCT and NST and all information for July and August 2014, please visit either the Area 190 page on the www.foreverknowledge.info website, or join the Area 190 group on Facebook.
Area 210
South East

W: www.foreverknowledge.info

BRIGHTON
at The Hub, Varley Park, Coldean Lane BN1 9GR
BP - Every Thur. Reg 7.30pm. Start 8pm. Finish 9pm
July 17, 24, 31 | August 7, 14, 21, 28
Contact Clare Copping
M: 07802 530 581 / E: clarecopping66@yahoo.co.uk
P&CCT - Part 1 - Reg 7pm. Start 7.30pm. Finish 9.30pm
August 14
P&CCT - Part 2 - Reg 7pm. Start 7.30pm. Finish 9.30pm
July 24 | August 28
Contact Clare Copping
M: 07802 530 581 / E: clarecopping66@yahoo.co.uk

MAIDSTONE
at The Hilton Maidstone Hotel ME14 5AA
BP - Every Tue. Reg 7.30pm. Start 8pm. Finish 9pm
July 22, 29 | August 5, 12, 19, 26
P&CCT - Part 1 - Reg 7pm. Start 7.30pm. Finish 9.30pm
August 5
P&CCT - Part 2 - Reg 7pm. Start 7.30pm. Finish 9.30pm
August 19
Contact Babs Seymour
M: 07931 188 638 / E: babs@lseymour.eclipse.co.uk

AREA CENTRE
BP - Every Mon. Reg 7pm. Start 7.30pm
July 21, 28 | August 4, 11, 18
BP - Every Tue. Reg 11.30am. Start 12pm
July 22, 29 | August 5, 12, 19, 26
P&CCT - Part 1 - Reg 7pm. Start 7.30pm. Prompt start 7.30pm
July 23, 30 | August 6, 13, 20, 27
P&CCT - Part 2 - Alternate Wed. Reg 7pm. Start 7.30pm
July 30 | August 13, 27
P&CCT - Part 2 - Alternate Wed. Reg 7pm. Start 7.30pm
July 23 | August 6, 20

NST - Reg 11.30am. Start 12pm. Finish 6pm
July 20 | August 17
Led by Alison Woodley and London leaders.
Book via 0203 393 9852

BRENT CROSS
at the Holiday Inn, Tilling Road NW2 1LP
BP - Every Tue. Reg 7.30pm. Start 8pm
July 22, 29 | August 5, 12, 19, 26
Contact Vee Perano M: 07957 718 659

COBHAM
at the Hilton KT11 1EW
BP - Every Tues. Reg 7pm. Start 7.30pm
July 22, 29 | August 5, 12, 19, 26
Contact Julie Richards M: 07905 878 467

CROYDON
at the Croydon Park Hotel, 7 Altyre Road CR9 5AA
BP - Every Thur. Reg 7pm. Start 7.30pm
July 17, 24, 31 | August 7, 14, 21, 28
Contact Peter Osakwe M: 07988 738 967

ENFIELD
at the Dugdale Centre, Thomas Hardy House, 39 London Road EN2 6DS
BP - Every Thur. Reg 7pm. Start 7.30pm
July 17, 24, 31 | August 7, 14, 21, 28
Contact Iula Rocha M: 07729 391 678

MARBLE ARCH
at The Cumberland Hotel, Great Cumberland Place W1H 7DL
BP - Every Mon. Reg 7.30pm. Start 8pm
July 21, 28 | August 4, 11, 18, 25
Contact Philomena Guandai M: 07852 591 074

STRATFORD
at Boardman House, 64 Broadway E15 1NT
BP - Every Tue. Reg 6.30pm. Start 7pm
July 22, 29 | August 5, 12, 19, 26
Contact Philomena Guandai M: 07852 591 074
Changes to Adjustment Day

With the amazing growth experienced over the last 12 months, it has become increasingly challenging for Forever UK Head Office to complete all of the adjustment orders that are submitted on a monthly basis, putting a great deal of pressure on company resource.

In order to address this, from the July business Adjustment Day (August 4th), the rules for placing an adjustment order will be as follows:

1. All applications must be received by Forever UK Head Office no later than 12pm. No applications submitted after this time will be processed.

2. Only the Distributor using Adjustment Day to achieve a position in the Marketing Plan will be able to place an order – i.e. if team members in your downline are placing an order to help you reach a position, you must collate these orders and submit them all together (we will not accept any orders that come directly from your downline, or someone not going for a Marketing Plan position).

3. You can only adjust a maximum of 10% of the position or Marketing Plan incentive you are aiming for (12CC for Manager, 7.5CC for Assistant Manager or 2.5CC for Supervisor).

To help you when placing an adjustment order, we have uploaded an Adjustment Day template to the Business Pod of foreverknowledge.info, to ensure you provide all of the information required.

New Warwick product centre opening times

The Warwick product centre will now be open late on Tuesday evenings, from 6-10pm (previously only open from 9am-5pm). For the full list of product centre opening times for your area, please visit the Area Pod on foreverknowledge.info.

Study identifies success factors for direct selling

A recent study by Ernan Roman Direct Marketing has revealed some key principles for successful word-of-mouth marketing.

The study, which harnessed information from thousands of hours of Voice of Customer research, found that taking a more personalised considered approach to marketing by ‘Engaging and competitively differentiating customer experiences’ is key to maintaining successful customer relations.

Another interesting finding was ‘spray and pray’ marketing – whereby you contact a large number of people in a non-targeted approach, and hope for the best – is yielding ever lower response rates, and can even be damaging to your brand.

The study also suggested that successful word-of-mouth marketing is about providing customers with guidance and education, which adds value and demonstrates that you care about your customers.

Forever launches Business Brochure

Forever’s brand new Business Brochure will be launched at this month’s Success Express, taking place at Cheltenham Race Course on July 19. This fantastic new recruitment tool will be available to purchase from the merchandise stand on the day, and via the order line, product centres and on foreverliving.com.

Code: 1087 // £4 for pack of five.

Competition winner announced

Congratulations to Karen Adcock who has been selected as the winner of the #ForeverTreats Pin & Win competition! Karen has won £200 worth of Forever products for sharing her results of our Aloe Matters recipe pull-out.
1. Aloe Vera Gelly
This multi-tasking, soothing, calming gel really is a must for any beach holiday. It makes a great after-sun product and calms irritation, even on sensitive skin.
£12.24 | €16.08 | code: 61

2. Aloe Lotion
If you hate greasy moisturisers, then this is for you. This finely-textured, light moisturising lotion contains jojoba oil, vitamin E, collagen and elastin to help keep the skin smooth and supple after a day on the sand.
£12.24 | €16.08 | code: 62

3. Aloe Lips
Keep those lips kissable with this rich and nourishing pocket-sized lip balm. Soothe and moisturise with the conditioning ingredients of aloe, jojoba and beeswax.
£2.87 | €3.75 | code: 22

4. Aloe First
Moisturise and condition the skin and hair after a long day of sun-worshipping with this multi-purpose spray, containing aloe vera and bee propolis. Easy-to-apply and great for children who won’t sit still!
£16.28 | €21.38 | code: 40

5. Aloe Sunscreen Spray
6. Aloe Sunscreen
It’s vital you stay protected with a water-resistant SPF on the beach. Choose from the original Aloe Sunscreen or Aloe Sunscreen Spray. Both are silky smooth, easy-to-absorb and provide SPF30 UVA and UVB protection.
5. £16.73 | €19.18 | code: 319
6. £12.24 | €16.08 | code: 199

Holiday must haves

Get ready for summer and order your holiday essentials now.
The Big Event is Forever UK's largest and most exciting gathering, complete with specialist trainings, parties, entertainment and good old-fashioned fun! We urge you not to miss out.

17-19 October 2014
Telford International Centre
www.foreverknowledge.info