

Reconnect with your contacts

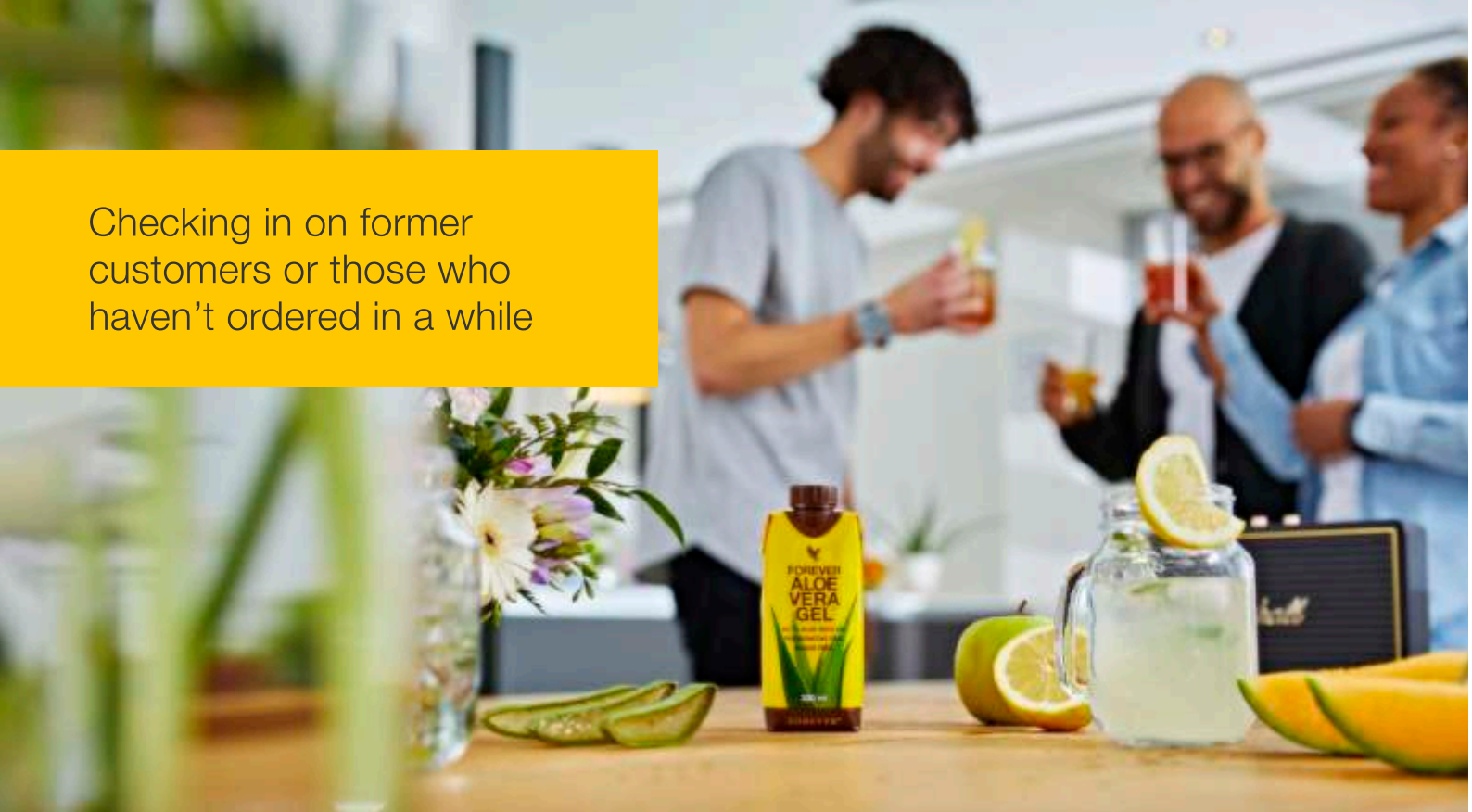


The world is different in a lot of ways right now, but it is also a great time to reconnect with those we've fallen out of contact with and build a sense of community.

You probably have customers who have not ordered in a while, or contacts who may have held off starting their own business in the past. Think about the ways Forever products have helped you find balance and the people you know who could benefit the way you have, either through purchasing products or signing up as a Forever Business Owner.



FOREVER®



Checking in on former customers or those who haven't ordered in a while

When you're getting in touch with someone you haven't contacted in a while, it's important to be mindful and consider how you can help add value to their situation. Below, you'll find a few pointers to keep in mind when you are reaching out to help ensure your interactions are thoughtful and helpful.

1

**SEE IF YOU CAN
HELP OTHERS
BY OFFERING
PRODUCTS THAT
THEY ARE UNABLE
TO FIND AT LOCAL
SHOPS RIGHT NOW.**

With stores closed and supply chains affected, it isn't always easy for people to get some of the things they rely on. Forever's household items or pantry staples like Forever Bee Honey or Aloe Blossom Tea might be just what someone needs to make life at home a little brighter.

2

**LET YOUR
CUSTOMERS KNOW
ABOUT OTHER
FOREVER PRODUCT
LINES THAT COULD
BENEFIT THEM.**

Maybe your customers who place skincare orders would appreciate having supplements shipped to their home as well, saving them an unnecessary trip to the store. Or, a customer who places regular orders for vitamins may not be aware of the benefits of adding Aloe Vera Gel® to their routine.

3

**THINK ABOUT
WHICH FOREVER
PRODUCTS CAN
HELP PEOPLE
PRACTICE
SELF-CARE.**

You probably know a few people who are spending so much time taking care of their family and friends that they forget to take care of themselves. Connecting someone with products that help them devote some much-needed time to themselves can help bring a sense of peace and normalcy when the world outside feels so much different.

Sharing information about the business opportunity

More people than ever are looking for alternatives to traditional employment. This trend has been growing for a while, but recent disruptions to the labor market around the world has more people considering a new type of opportunity.

People on your contact list who may not have been ready to become a Forever business owner may have a more open mind about the opportunity. After all, people's needs and experiences change and evolve, so you could be coming into someone's life at just the right time. That being said, it's important to be mindful about how you are presenting the opportunity, especially right now. While Forever does provide a financial opportunity, it takes passion for the products and hard work to make the most of the marketing plan.

It is not just about the financial opportunity

The Forever opportunity brings people from all over the world together because they share a common passion for health, wellness and living the best life possible. Our FBOs aren't just building a business, they are building a community that spans the globe.



RESEARCH SHOWS THAT ONE IN THREE DIRECT SELLING PROFESSIONALS SIGNED UP FOR A SENSE OF COMMUNITY AND TO DEEPEN THEIR CONNECTION WITH LIKEMINDED PEOPLE

That's why so many FBOs are proud to call themselves part of our Forever family! Think about anyone on your contact list who could be looking for a sense of community and help them understand the benefits of becoming an FBO.



Take time to understand people's needs and goals

The Forever family is made up of people from all over the world, from every walk of life, and spans multiple generations. That's why it is important to understand that people have different needs and goals that Forever can help them meet. Keep in mind that needs change generationally as well, so it helps to understand what qualities of the business appeal most to each generation.



GENERATION	AGE GROUP	NEEDS	HOW FOREVER FITS
Baby Boomers	Born 1946 – 1964	Job security, stability	Forever has been a privately owned and vertically integrated company for 42 years of continued growth.
Gen X	Born 1961 – 1981	Work life balance	Forever business owners have the freedom to set their own hours and devote as much or as little time as they want.
Millennials (Gen Y)	Born 1981 – 1996	Flexibility, entrepreneurial opportunity, self-employment	Forever offers flexibility and an opportunity for millennials to chart their own path by owning a business.
Gen Z	Born 1997 – 2012	Stability and security	Like Baby Boomers, Gen Z will appreciate Forever's longevity and reliability as a company they can count on for years to come.

The incredible thing is that Forever offers something for everyone, whether someone is seeking to take their business full time, make a little extra on the side, or meet new people and get discounts on products. By understanding the needs and goals of your contacts, you can add value by educating them on how the opportunity can work within their life.

How to connect when you can't meet in person

It's no secret that using social media and other online resources is a great way to connect with people when you can't meet in person, but it certainly isn't the only way. Sometimes, picking up the phone, using a messaging app or sending an email is the best way to get in touch.

The important thing isn't the platform, it's the message. If you are being authentic and looking for ways to help improve someone's life, you will be able to help more people look better, feel better and explore new opportunities.

Remember that the opportunity you have to offer is something even more people are looking for today. Focus on how you can make meaningful connections and build a community while providing people with products that will help them look and feel their best.

The best way to get started is to jump right in! Go through your contacts and get back in touch with people who may have stopped ordering or were not quite ready to become a Forever Business Owner. People want to hear from you and they want to feel more connected. Give them an opportunity to be part of something bigger – to be part of our global Forever family!

READY TO GET STARTED?

Here are some Dos and Don'ts to keep in mind

DO...



Be authentic and understanding of the people you contact



Put **their needs first** and think of how you can meet those needs



Build a **personal connection** and create a community of like-minded people



Educate people about the **freedom and flexibility** of direct marketing



Embrace **new forms** of communication

DON'T...



Do not make **promises or claims** about income



Avoid making **health claims** about the products



FOREVER®