

RECESSION PROOF your life with FOREVER



So here we are, at the beginning of what many people are calling the worst recession since the Great Crash of the 1920s. Although we may be reading lots of newspaper stories and seeing lots of doom and gloom clips on the news, what exactly does a recession mean to you and I?

Well, immediately it means that credit - apart from being harder to get - gets more expensive because interest rates go up. That means credit and store card repayments increase, not to mention mortgages - the average monthly mortgage repayment has risen by £135 in a year. It also means that property prices fall, so for the first time since the early 1990s, some people will find themselves in negative equity and many will have become so because they took money out of their properties by increasing their mortgage expecting the prices to keep on rising.

But this recession is also different because we have seen the highest price ever for oil which means petrol prices have gone up which in turn has impacted on home fuel bills - the average gas bill is set to rise over the next 12 months by between 30% - 40%. The price of food has also increased as transporting it has become more expensive. If you add to that the terrible harvest farmers have experienced this year and the push to convert grain to bio fuel, then you have higher grain prices too. This has created, what in weather terms is labelled 'The Perfect Storm'.


Which leaves many of us living in what I call 'A Climate Of Uncertainty' - uncertainty over our jobs,

uncertainty over our investments, uncertainty over our pensions and uncertainty over our housing.

So what's the good news? The good news is Forever

In a recession, sales of health, nutrition and beauty products rise. Why? Because in a recession people might scrimp and save on the big ticket items but they want to look and feel good - it's their way of putting a brave face on things.

But Customers will only keep buying where they get a positive experience - negative or neutral and they will stop. So this is the time to really work on your Customer care, make sure your service is excellent, give them little freebies - how about the new environmentally friendly jute Bag Forever that Marketing Communications has just produced. It costs just £3 but all your Customers will be looking to buy an environmentally friendly one from their local supermarket if they don't already own one so imagine how pleased they will be if you give them one of ours - and they will be advertising Forever instead of the supermarket!



How will this Customer care help? Well for a start it means that the fundamental of our business is being done. But it leads on to greater things. Let us use the nationally quoted figure that says the average household living cost has gone up by £250-£350 a month. Where are people going to find it? One way would be to cut their costs - maybe they can't take the kids out for a treat a couple of times a month, maybe they can't buy the expensive clothes or shoes they had been used to getting, maybe they shop at Tesco instead of Waitrose. Or they go out and get a part-time job on top of their full-time one. Most part-time jobs pay minimum wage - £5 to £6 an hour - in things like bar work, restaurant work and cleaning work. That means they would need to work an extra 42 to 50 hours a month to earn an additional £250 a month. Yet with Forever, a brand new Distributor looking after 20 local Gel Drinking Customers buying two bottles a month can make £250 and their time input is no more than 10-12 hours per month. Incredible!

Moving up the plan, it gets even better. The average Assistant Manager makes £600 a month. Now let's use the example of a mum who has a couple of young kids and needs to go back to work to contribute to the family income. Childcare costs these days mean she would have to earn between £600 and £800 after tax to pay her childcare costs before she can put a penny in her own pocket. No wonder you hear the complaint from mums that they work for pocket money! But an Assistant Manager business only takes 10-15 hours a week - something any mum can work around her kids.

Manager, with incomes starting around £1,200 a month and upwards, is the next position. Who couldn't do with an extra £1,200 a month for working 15 hours extra a week? That's like asking your boss if you can work an extra three hours a day for a £14,400 a year pay rise.

Likely to happen? I think not.

And beyond that lies Senior, Soaring, Sapphire, Diamond Sapphire and Diamond - but more importantly, the life of your dreams. There is Car Plan, Profit Share and Super Rally. Make sure you listen to the testimonials either on Voice Mail or at Success Days from Distributors who have changed their lives around with Forever. Make sure you read the Forever magazine and get the testimonials from there, and show them to your new Distributors.

But what Forever gives all of us, perhaps for the first time in our lives, is security. With Forever there is no risk of redundancy and in my 15 years with Forever, I have always been paid what I have earned - and on time! All my Profit Share cheques have been exactly what I deserved. They have never changed the rules on any of the incentives in mid qualification. They have always delivered far more than I could have possibly expected on international trips I have qualified for. My Car Plan payments have always been paid. My Gem Bonus has always been paid.

Rex will never know how grateful I am to him for providing me with the opportunity to turn my life around. 15 years ago I was broke and saddled with a property in negative equity. My company had gone bust and I had lost everything. 15 years later I live a life few people can even dream of. I travel the world courtesy of Forever. I have been able to privately educate my three wonderful children, Ella, George and Alice and it has given me more friends than I ever thought possible. Do I still have challenges? Of course! But over 15 years, Forever has never let me down.

Wherever you are in Forever, however long or short your involvement may be, work hard to build your Forever business to the best of your ability. Never doubt why you are doing this. Always remember, in A Climate Of Uncertainty, the one certain thing in your life is Forever.

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Last month I wrote an article explaining how Forever had brought me security in a climate of uncertainty. So what makes me think that Forever can provide the financial security we all crave, not just now but into the future?

In 2000, the most important book on why a minor trend becomes a social epidemic was published – it's called 'The Tipping Point'. It explained how, due to the actions of a small number of people, change could be initiated which would eventually lead to a major shift in thinking, or buying. Likening the spread of social behaviours to an epidemic of contagious disease, Malcolm Gladwell identified the factors that converge in the 'tipping point', when such an epidemic crosses a threshold or achieves some critical mass and its expansion goes into near exponential overdrive.

What drives me on in Forever, both looking for Customers and new Distributors, is that we have not yet reached the 'tipping point' in health and nutrition, Aloe Vera or network or team marketing, and if just one, let alone all three of these are reached, all of our lives will be changed Forever. When we do, demand for our products and opportunity will reach epidemic proportions, as we have already seen in Iceland over the last few months. Everyone has read that Iceland as a country is effectively 'bankrupt', yet turnover in September went up by 73% and so many people were enquiring about the opportunity that the Distributors over there

couldn't keep up. This is in a population of 300,000 people. What is even more amazing is that in such a small population, very few people had even heard of Aloe Vera or Forever. We have a population of 60 million!

So how can we, the individual Distributor, prepare ourselves for success?

A few weeks ago, after the Leeds Success Day, we were invited for a 'social' by a great couple of Managers in our business, to meet their team. One of the Distributors we met had brought her partner with her. I got chatting with Craig and found that he was a dry stonewaller, which for those of you who don't know, means he builds and repairs those beautiful walls you find all across the country that are not fixed with cement or concrete but are literally built from free-standing stone. Craig told me it takes one ton of stone to build a metre of wall 1.3m high, and that because most of his work is repairing old walls, the stone has to be moved twice - once to take it down and once to build it back up again. He went on to say that it takes a year, in good conditions, to build 2 miles of wall.



Each stone has to be carefully chosen to make sure it fits with its neighbours - no large gaps, no 'play' or movement in the stone. But when they are built properly, they will stand for hundreds of years.

He told me that he had trained for many years to become a dry stonewaller and although he was very modest - a typical countryman - reading between the lines I got the impression that he was one of the best in the business, a 'Master' at what he does, so much so that he now teaches dry stonewalling. On each course of ten trainees, he said that at the end only one is usually left. The others have dropped out because they don't like having to work in all weather conditions or don't like the hard physical side of things or just can't be bothered to stick it out, so they take the path of least resistance and quit.

How many of us would spend years training to become a master dry stonewaller? How many of us would have the patience and dedication to move a ton of stone, twice, to build a metre of wall? How many of us would spend a year building two miles of wall so that on a flat stretch you could still see where you started at the beginning of the year? How many of us would say "I can't be bothered, this is just too slow. I'll do something else!", even though we know that by continuing we will build something that will last long after we are gone? Well, according to Craig's statistics, 90% of us.

"So what?" you may well ask. Well, as in dry stonewalling, so also in Forever. Getting good at anything takes practice.

A new book by Malcolm Gladwell, titled 'Outliers: The Story Of Success' says that in any field, practice is the key to success. And yet practice is the one thing we

don't like to do. How many of you started learning a musical instrument when you were younger, yet quit because there were more exciting things to do? How many of you now regret that? Isn't it strange though, that when presented with another opportunity to learn a new skill, this time one that could change our lives forever, most of us behave in exactly the same way and make the same old excuses:

"It's not working!" "It's too slow!" "I can't do it!" "I'll never be good at this!" "What's the point?" "I quit!"

It's the same as learning to play the guitar and after a week because you aren't as good as Eric Clapton you decide it doesn't work. It's the same as looking at myself or Jayne Leach or Diana Page and saying "I'll never be as good as them" and giving up, even though you know that if you build a Forever business, and build it properly, it will last Forever. What an incredible legacy to leave to your children! What an incredible life to live for you!

But what everyone needs to realise is that practice makes perfect. I have been doing Forever for 15 years and in that time I have made thousands of phone calls, presented the business thousands of times, been to hundreds of meetings, done hundreds of Product Launches and coached hundreds of Distributors. I didn't start out being good at any of these skills but by continuing to do them, consistently, over fifteen years, I have become good. In other words, the only difference between you and me is TIME. I have just been 'practicing' it for longer than you. So there is no reason why you can't be as successful as or even more successful than me in fifteen years.

In this climate of uncertainty, make sure you are practicing your skills and getting ready for the 'tipping point' in any one of the key areas of our business. Nothing else comes even close to providing you with the long-term security that Forever does.