

DOS & DON'TS

On Talking About Your Forever Experience

✔ Create realistic expectations about earnings. Reference being able to earn “extra” or “supplemental” income from your Forever business.

✘ Make express or implied claims about actual earnings, bonus check amounts, or the ability to earn a certain amount of money through the opportunity.

✘ Make express or implied claims that suggest the ability to attain a certain lifestyle or make expensive purchases (yachts, cars, helicopters, mansions, expensive jewelry, handbags, designer fashion, etc.) through the opportunity.

✔ Talk about the benefits of earning supplemental income on a flexible schedule.

✘ Suggest that the Forever opportunity is a “job” or “career” that is likely to result in significant income or replace full-time employment.

✔ Talk about the non-monetary benefits of joining Forever, such as being part of the Forever community and sharing products that you love with others.

✘ Use phrases such as “financial freedom,” “uncapped income,” “unlimited earning potential,” “quit your job,” “full-time income,” “millionaire,” “pay off your mortgage,” “get out of debt.”

✔ Focus on the journey, not the destination, by emphasizing consistent work, dedication, skills, training, and length of time that it took to build a business.

✘ Misrepresent that it’s easy or effortless to earn money, or that participants don’t succeed because they didn’t devote substantial effort or time.

✔ Include an income disclaimer that is prominent and unavoidable whenever you promote the ability to earn income through the opportunity:

For more information on average FBO earnings, please see Forever’s Annual Income Disclosure Statement at www.foreverliving.com/income-disclosure.

✘ Social media posts shouldn’t require viewers to click on “more” or scroll to the bottom of a post to find the income disclaimer.

✔ Talk about all-expenses-paid trips as one perk that participants may be able to qualify when they participate in the Forever opportunity. Whenever referencing such trips, include the following disclaimer:

Less than 3% of active participating, hardworking FBOs worldwide qualified for Forever’s Global Rally in 2022. For more information, please see Forever’s Annual Income Disclosure Statement at www.foreverliving.com/income-disclosure.

✘ Misrepresent that anyone can join Forever and travel the world or go on exotic vacations.



FOREVER®