



10.01.2020
VERSION 7


FOREVER®



READY? SET. GO!

Building a business through network marketing provides multiple pathways to success and the ability to set your own pace. But, it can seem overwhelming when you are getting started. Follow this guide to understand how to begin defining your brand, how to use social media effectively and where to find assets and materials to promote your business so you can get started with confidence.

BRAND GUIDE	03
CREATING MATERIALS	06
SOCIAL MEDIA	09
CREATING CONTENT	17
BUILDING A WEB PRESENCE	22
RESOURCES	23



BRAND GUIDE

As a Forever Business Owner you can create your own company brand, but must also ensure that you are using the Forever brand correctly.

Our brand is our face to the world. This brand guide has been designed to help you apply the Forever brand and corporate identity appropriately to your marketing. Please always adhere to these guidelines to help us keep our brand consistent.

LOGOS

The Forever logos are unique and the most important visual elements of the brand. Using the Forever logo correctly ensures that your customers and prospects understand that you are part of Forever Living Products and provides you with the benefit and brand equity that Forever has earned by being in business for over 40 years.



The primary Forever logo should be used on all printed materials. It can also be used on social media and other digital applications but should not be used on clothing or other merchandise you may be creating.

FOREVER®



The Forever wordmark and **The Forever Living Products** logos can be used on clothing and merchandise you are creating.

COLORS

Forever's primary brand color is Aloe Gold. This color helps to identify the Forever brand and ensure content is easily recognizable. If you are creating any print materials, please include Aloe Gold. For social and digital content, Aloe Gold can be used with other colors to help your materials feel connected to your personal brand in addition to Forever.



ALOE GOLD
PMS 7548 C

TYPOGRAPHY

The fonts used by Forever have been carefully selected to represent the brand promise: a structured font to represent the best of science and a scripted font to represent the freedom of nature. These fonts can be used on your marketing materials and social posts.

Forever's **Primary** Typeface is Helvetica Neue.

HELVETICA NEUE CONDENSED BOLD FOR TITLES.

WEIGHTS FOR BODY COPY

Light & *light italic.*

Regular & *italic.*

Medium & *medium italic.*

Bold & *bold italic.*

CHARACTER FAMILY

THE QUICK BROWN FOX
JUMPED OVER THE LAZY DOG.
the quick brown fox jumped
over the lazy dog.
1234567890!?!#

Forever's **Supporting** Typeface is Scriptorama Tradeshow JF.

*Scriptorama
can be used for titles.*

BRAND GUIDE

PHOTOGRAPHY

Forever has a unique approach to photography. We believe in showcasing our products and people through beautiful imagery that's bright, colorful and emphasizes our brand values.



To find product photography, download our logos and see photos from all our events, go to www.foreverfotos.com.

CREATING MATERIALS

Ready to jump in and want to create something personalized to get started? Here are some examples to inspire you and help you create your own ad or flyer.



Use **clear, warm** photography as the subject matter.

The **Scriptorama** font is primarily used for titles and large call-out text.

Aloe Gold should be the most prominent color when creating materials.

In a smaller package.

Imagine slicing open an aloe leaf and consuming the gel directly from the plant. Our Forever Aloe Vera Gel® is as close to the real thing as you can get! The first to receive certification by the International Aloe Science Council (IASC) for purity and potency, this nutrient rich drink is sugar free and gluten free, and aseptically processed allowing the formula to remain free of added preservatives and boast an amazing 99.7% pure inner leaf aloe vera gel.

Now in packs of 12 - 330ml bottles to take on the go!

The **Helvetica Neue** typeface is primarily used for body copy.



The **primary Forever logo** should always be placed on the lower right, or is centered on documents and adhere to the exclusion zone. If used with the tagline, the Forever logo should appear in the lower right corner.

BRAND GUIDE

Book your flights!

Qualifiers, it's time to book your flights to **#FGR19** and start planning your experience!

#FGR19

DIAMOND MANAGER

Othmar Aspmair & Antonia Kossler
Italy

FOREVER®

Tuesday
December 18th, 2018
5:30 PM PST

FOREVER

THE WEEKLY ONLINE BUSINESS PRESENTATION
Connecting us across North America to share the power of Forever!

FOREVER®

TAKE YOUR SUPPLEMENT SCHEDULE ANYWHERE!
Download the new Forever F.I.T. App.

Available in the App Store and Google Play Store.

F.I.T.
Look Better. Feel Better.

Shine On

Aloe Sunscreen
SPF 30

BROAD SPECTRUM
SPF 30
WATER RESISTANT
8 FL. OZ. (236 mL)
FOREVER

“
TRUE LIFE IS LIVED WHEN TINY CHANGES OCCUR.
LEO TOLSTOY

FOREVER®



*aloe vera
gel drinks*

NOW CHOOSE FROM
OUR CLASSIC FOREVER
ALOE VERA GEL®
FOREVER ALOE BERRY
NECTAR® OR FOREVER
ALOE PEACHES™ WITH
YOUR C9 PAK.



FOREVER®

*So
Fresh
and So
Clean*

Introducing **new and improved**
Aloe Avocado Soap.



**Aloe Avocado
Face & Body
Soap**
PURE AND GENTLE SOAP
WITH A CITRUS SCENT

NET WT. 6 OZ. (142 g)
FOREVER®

#TheAloeVeraCompany

FOREVER®

*Order
this month
for a chance
to win*



Sonya

FOREVER®

Forever North America presents...

**Building a Business
with the Start Your
Journey Pak**

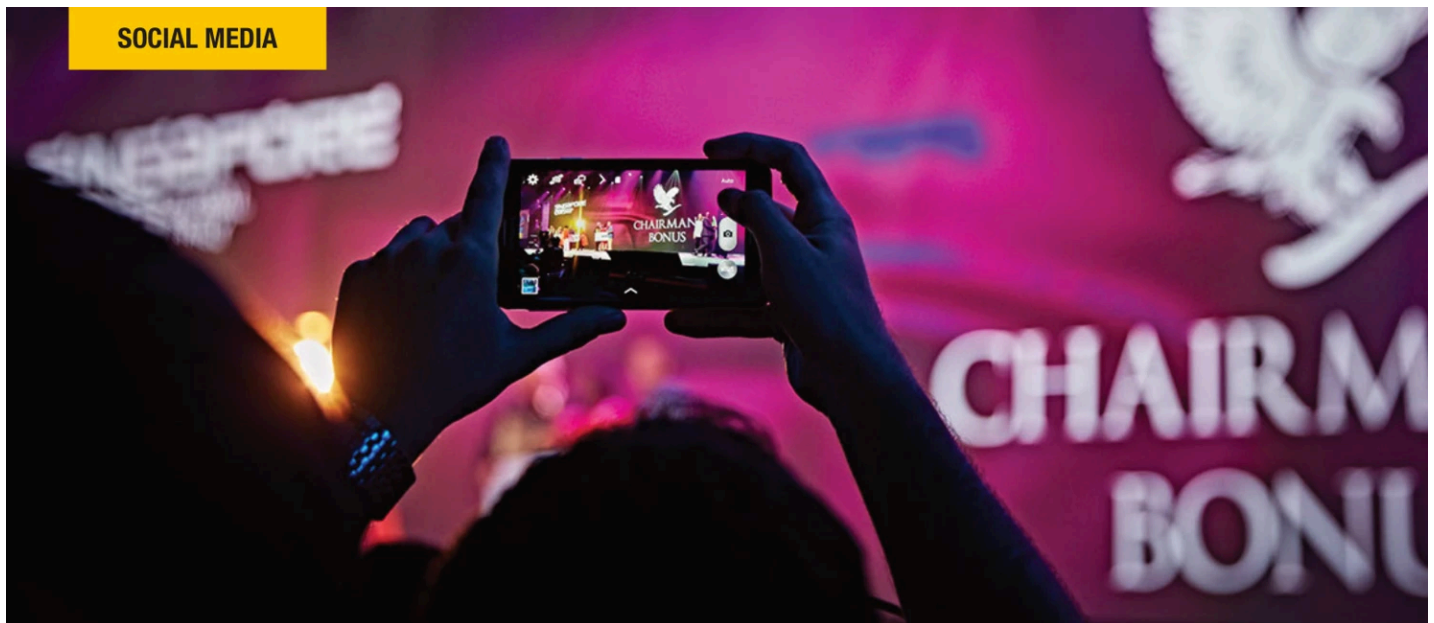
Friday, October 19th | 12PM PST



START YOUR JOURNEY COMBO PAK

FOREVER BUSINESS BUILDER WEBSHOPS

Find more for download online! Marketing materials, flyers and trainings are available on [Foreverliving.com](https://foreverliving.com) in your FBO portal under Forms and Downloads. Here you can find everything you need to build a strong and stable business.



SOCIAL MEDIA

Telling your story is an important part of building a business.

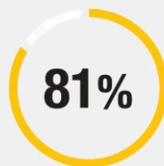
What motivates you? How is Forever helping you reach your goals? How are you changing your life? Sharing these things is a great way to connect with like-minded contacts who may become customers or a part of your team.

SOCIAL PLATFORMS

When it comes to making connections, social media is now an essential means of communication. You can't ignore how important it has become in our daily lives and for many, it's a key part of sharing products and building a business.



There are **4.2 billion** internet users and **3.4 billion** active social media users.*



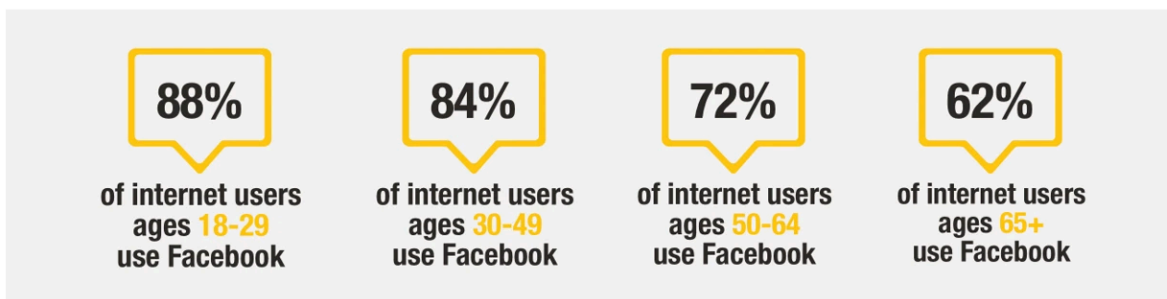
Eighty-one percent of small and medium sized businesses use some kind of social platform to engage with their customers.*

Deciding which social media sites are best for your business is as simple as evaluating your message and who you want to share it with. Here is a brief introduction to some top social platforms and their potential use for your business.

FACEBOOK 2.3 BILLION USERS

What is it? Facebook was founded in 2004 and is largely known as the most popular social networking site in the world. It's used to connect people to friends, family, acquaintances and businesses by posting, sharing and engaging with content. You can even market or promote your business, brand and products by using paid Facebook ads.

Who's on it? Facebook has quickly become the king of social media channels. Almost everyone is on this channel today.



How to use: Content that typically performs best on Facebook utilizes video or image, invites engagement and is high quality. Think of Facebook as a sort of intranet for your teams and your new connections. You can post photos, videos or even create live videos to engage with your followers and friends. On Facebook, each post is like an update and while you can post up to 63,206 characters on any update, the ideal length is between 40 and 50 characters.

- Use Facebook Events to invite friends to a Business Opportunity meeting or a Product Launch.
- Use Facebook Messenger, Facebook's chat platform, to stay in touch with prospects and customers.
- Use Facebook Groups to build a group where you can have private conversations with your teams and talk about business tactics, product information or use it as a forum to answer questions and stay connected.

Network marketing is unique to other businesses. On this platform, you are promoting yourself individually in addition to promoting your business, but to be professional, it is a good idea to differentiate between your personal and professional profiles.

To avoid being deleted by Facebook for misuse, we strongly suggest you set up your own Business Page.

Find out how at www.facebook.com/business/learn/set-up-facebook-page.

500,000 NEW USERS JOIN FACEBOOK EVERY DAY.

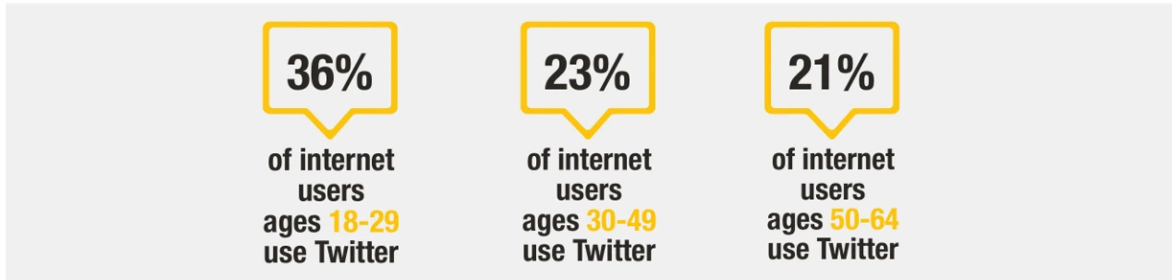
**77% OF TWITTER
USERS FEEL MORE
POSITIVE ABOUT A
BRAND WHEN THEIR
TWEET HAS BEEN
REPLIED TO.**



TWITTER 326 MILLION USERS

What is it? Twitter is a social networking site that allows users to share content and ideas via short messages called Tweets. Characters are limited on this platform, which makes it easy to have quick bursts of engagement. It's best to describe Twitter as a collection of micro-communities, as you'll only see Tweets from users you follow. You'll find many people who are on Twitter organize their following by topic or niche and enjoy engaging only with certain users who are interested in similar topics.

Who's on it? Twitter is a predominately male dominated platform, more popular amongst professionals and experts.



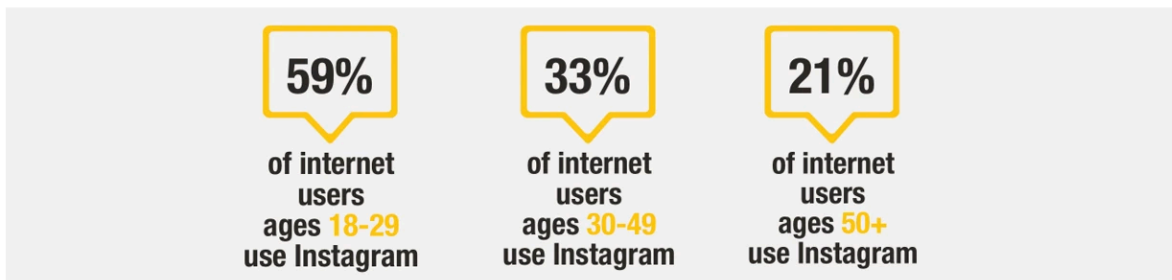
How to use: It's important to setup a professional account on Twitter, but still be engaging. Setup a bio and location that tells users where you are and what you're interested in talking about. Be creative and make it personable to ensure people want to follow up or read more from you.

It's important not to become a spammer on Twitter. Because you can post more often, you'll want to mix in thoughtful and engaging content with promotional content. Funny and interesting content performs the best and creates more connections.

INSTAGRAM 1 BILLION USERS

What is it? Instagram is a predominantly visual social app used to share photos and videos easily through your phone. It is now owned by Facebook and allows you to promote your business with unique profiles and ads.

Who's on it? Instagram is one of the fastest growing apps. It's most popular amongst younger users.



SOCIAL MEDIA

How to use: Creating connections on Instagram is best done through following and using hashtags that are in line with your business goals and strategy. Hashtags are tags that organize and categorize content. By adding hashtags to dynamic visual content, it becomes searchable through the app. By searching for relevant hashtags, you can discover new profiles and by tagging your posts with relevant hashtags, your content can also be discovered.

Instagram is best used to show off your lifestyle, travel, product routines and to give recognition to your teams. Remember, Instagram is all about photo and video and less about what your captions say. It's best to stay under 125 characters, so the entire caption can be seen on the feed.

FOREVER'S MAIN HASHTAGS:**#TheAloeVeraCompany****#ForeverProud****#LookBetterFeelBetter**

When it comes to choosing the right hashtag for your content, think about which works best with the content and products you are promoting. Use **#TheAloeVeraCompany** when talking about our aloe vera products or how we grow, harvest and process aloe plants from our own plantations. When posting about weight management, nutritionals or related content and products, use **#LookBetterFeelBetter**. Use **#ForeverProud** when sharing stories about the impact Forever Living has made on people's lives or how the company has helped make a difference through Forever Giving.

THE AVERAGE INSTAGRAM USER SPENDS 15 MINUTES A DAY ON THE APP.**LINKEDIN 562 MILLION USERS**

What is it? LinkedIn is the most popular professional networking social site. It's available in over 20 languages and is used globally by professionals in many industries. It's an ideal platform to connect with potential business prospects and recruit. LinkedIn allows users to join groups, post updates and share news about career changes and milestones.

LinkedIn is a digital resume and networking tool. Professionals under the age of 50 make up most of the user base, and many are continuously exploring new opportunities and looking for networking connections.

How to use: LinkedIn's content publishing tool allows users to share relevant content such as news articles, blogs, photos, videos and more. It's best used to update connections (LinkedIn's version of "friends") when new products are available, there are changes in your work history, you achieve a new goal or incentive or other business-related topics. Think of LinkedIn as a way to keep your professional circle engaged. To best network on this tool, join groups of like-minded professionals or start your own. Invite prospects and team members to join, so you can discuss the business opportunity and keep everyone engaged and focused on their goals.

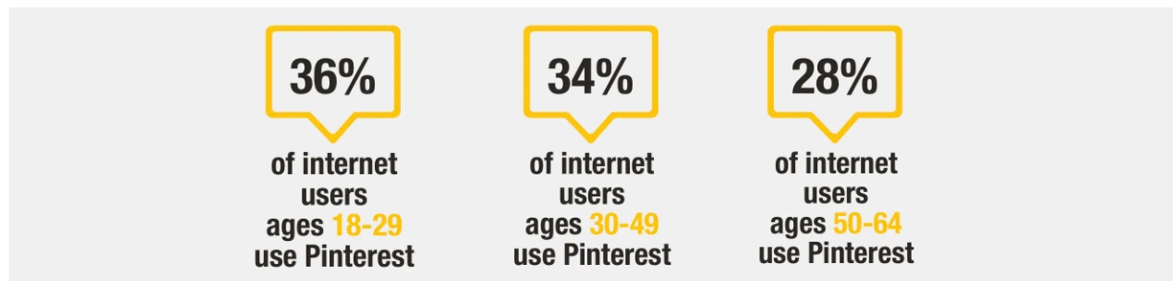
Who's on it? Young professionals are the top users of LinkedIn, but is most prominent amongst internet users who have a yearly income of \$75k+.

75% OF PEOPLE WHO HAVE RECENTLY CHANGED JOBS USED LINKEDIN TO HELP THEM CHOOSE A NEW OPPORTUNITY.

PINTEREST 1 BILLION USERS

What is it? Pinterest is a photo sharing and bookmarking social media platform. People use this app to save visual ideas or plan travel, home projects, DIY tasks for inspiration. Each post is called a “Pin” and are organized on your profile into “Boards”. Each Board can be a different topic and should be organized in a way that other users can browse easily.

Who's on it? Most Pinterest users (60%) are female, but the demographic of men is growing quickly— 40% of new signups are males.**



How to use: Information and visual inspiration is the key to building great content for Pinterest. You can pin photos from other websites by simply pasting a link into the platform, or you can develop content that you can upload and then link to your own website. Pins that perform best are either infographics and how-to graphics that a user can learn from by just viewing or that links the user to a more long-form article or video. Use thoughtful headlines and post copy to attract users to click on and share your post.

Be sure to convert your account to a Business Account after setup. Not only will this allow you to promote your website and develop ads, but it will give you more insights into how your content is performing.

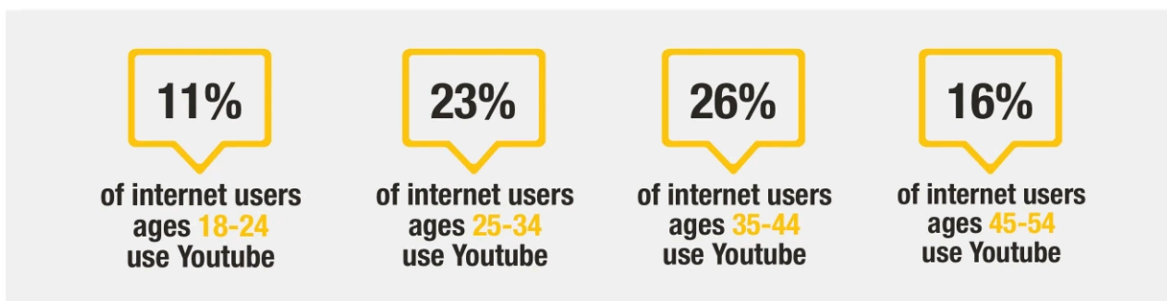
80% OF MILLENNIALS SAY PINTEREST HELPS THEM FIND THINGS THEY WANT TO BUY.

SOCIAL MEDIA

YOUTUBE 1.5 BILLION USERS

What is it? YouTube is the largest video sharing platform in the world. Users can upload content that enables others to comment, view and share directly from the platform. Businesses can also create ads to promote and market their services or products. People have also turned to YouTube as a search tool, making it one of the most successful search engines on the Web. You can find all types of content on YouTube from music videos to recipe how-to instructional videos.

Who's on it? Today, people are flocking to web streaming content, YouTube reaches more 18-49 year olds than any cable network in the US.**



How to use: The average user watches 40 minutes of YouTube per day. This shows that people are invested in watching your content. The best influencers on YouTube create content that instructs the user how to do something or teaches them something new. Think about when you don't know how a product works, what is easier to understand, a video or a blog post? Video content is the best way to reach your customers or prospects to instruct them or explain something that may be confusing or difficult to follow.

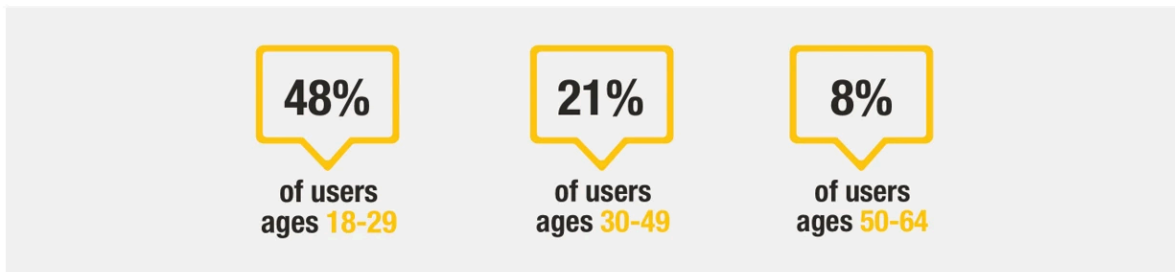
Start by setting up your channel, branding it and giving it a purpose. Maybe you're interested in providing product explanations or would like to show your prospects and teams how to host a business opportunity meeting or product launch. Record your video using high quality playback such as 4K or HD and setup a tripod or stand for a steady image. Build your following by sharing these videos on other platforms and inviting friends to follow your YouTube channel.

THE AVERAGE PERSON WATCHES 40 MINUTES OF YOUTUBE CONTENT A DAY**

TIKTOK 800 MILLION USERS

What is it? TikTok is one of the hottest and fastest-growing social media platforms out there, making it a great way to share your Forever business. This video-sharing social network has found mass appeal with GenZ users and is growing in popularity across all age groups.

Who's on it? TikTok is incredibly popular with younger audiences with the most popular content featuring viral dance trends, challenges, and lip-sync videos.



How to use: TikTok provides a unique opportunity to create captivating visual content and potentially reach a large audience. It's an ideal platform for tutorials, workout routines and challenges. Trend culture and humor are huge on TikTok, so original, creative concepts are likely to gain the most traction.

TIKTOK HAS EXPERIENCED PHENOMENAL GROWTH SINCE ITS LAUNCH IN 2016, AND WITH OVER 800 MILLION ACTIVE USERS*, IT IS FAST BECOMING ONE OF THE MOST POPULAR SOCIAL NETWORK SITES.**

Choosing social platforms should be based on what type of content you are able to share most often – videos, photos, links and text and who you want to reach. We suggest choosing just one to three apps that you can be the most engaged with at any time. Discover what you're best at and put your focus on those platforms to make the most of your connections.

*Statistics via Brandwatch.com - 2019 122 Amazing Social Media Statistics and Facts

**Statistic via Spredfast.com – 2018 Social Audience Guide

*** <https://wallaroomedia.com/blog/social-media/tiktok-statistics/>

SOCIAL MEDIA



CREATING CONTENT

Create a weekly or monthly content plan for each social channel, so you can focus more on making connections each day and less on searching your brain for ideas on what to post. This will lead to better, more cohesive content and better results for your business. Sit down each Sunday and visually map out what you want post. Use a program like Hootsuite or Buffer App to schedule your posts. This will free up your time during the week to leave comments and engage with your network online.

Developing a strong balance in your posts is important to ensure you're covering everything you want people to know about your business without overwhelming or alienating them. As a Forever Business Owner, you have a few areas you will want focus on sharing – the products, the business opportunity and your lifestyle. Remember that you are your own brand. People are buying product from **YOU** and joining **YOUR** business. Make sure you're thinking about this as you work to make connections and create a strong social presence.

Here's an example of how you can create the right mix of content that stays true to who you are and helps you build a strong, stable business.



20% LIFESTYLE

Lifestyle content should center around your values and your day-to-day. Have the freedom of staying home with your kids because of your business? Post once each week about something fun you get to do with them because of this freedom. Have some extra spending money? Share upcoming plans for a vacation you are planning or an experience you wouldn't have been able to afford without it.



20% PRODUCT

Sharing the products is at the heart of your business. Invite people to learn about the products you love. Make it personal and be sure not to alienate your audience by trying to sell to them too often. When you post, share your experiences with the products rather than only trying to hard sell your audience on the benefits.



20% BUSINESS

Your Forever business allows you the opportunity to work from anywhere and build at your own speed. Share the uniqueness of your business and the Forever opportunity with your followers. You may choose to post once a week about signing up a new team member or working from the comfort of your own home. Show (don't tell) your audience how your business is interesting and rewarding and encourage them to learn more.



20% RECOGNITION

Your Forever team is a circle of people who should not only be your support offline, but should also be your support online. Celebrate each other's accomplishments and show the world how you build a team that values each other's hard work. This part of your strategy should aim to show people that you are supportive of others and that your business is helping you and those around you reach your goals.



20% ENGAGEMENT

Think of this part of your content plan as a "Getting to Know Me" topic. Your social profiles are not a billboard where you are posting one-way content, they are a community where people feel like they can engage with you and learn from you. Always be sure to give, teach or offer your followers something that will keep them coming back. Engaging with your audience is key to keeping them interested in you. Post a question at least once a week that invites your followers to share or get involved in a discussion. This can spark conversation that can lead to an opportunity to share the products or invite them to look at the opportunity.

SOCIAL MEDIA**CREATING PHOTOGRAPHY AND VIDEO CONTENT**

When creating materials for social that are photo/video centered, here are some best practices that you should keep in mind:

Quality

Images and video should be as clear as possible, avoid low resolution, blurry posts. Think about brightness and clarity. The more crisp your photo is, the better.

Composition

What is the main focal point of your photo? Make sure the content of your photo is clear and thoughtfully arranged.

Tone

Use colors that complement the products you feature. Also, if you feature the Aloe Gold in your image, don't overpower it with lots of other bright colors. Keep other colors more neutral to help the Aloe Gold pop.

Lighting

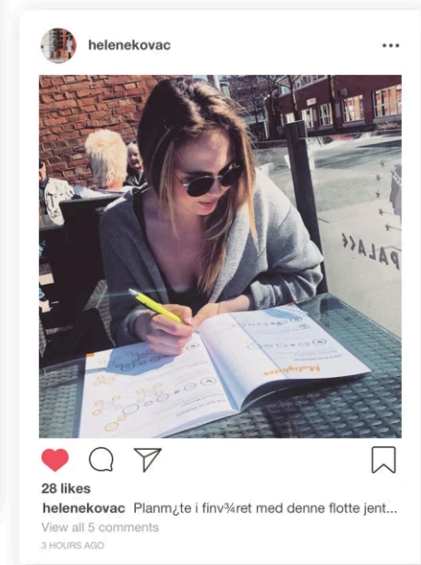
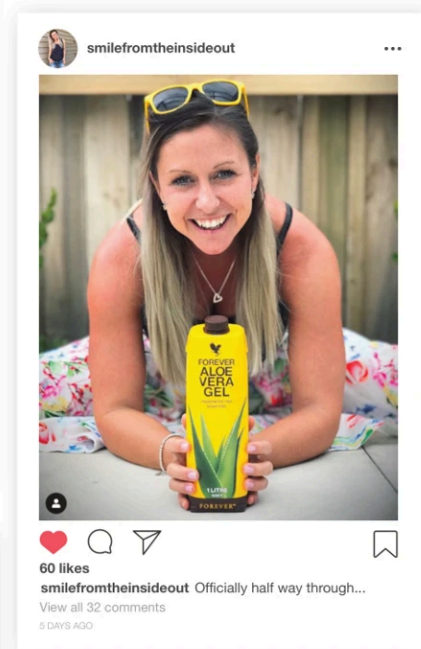
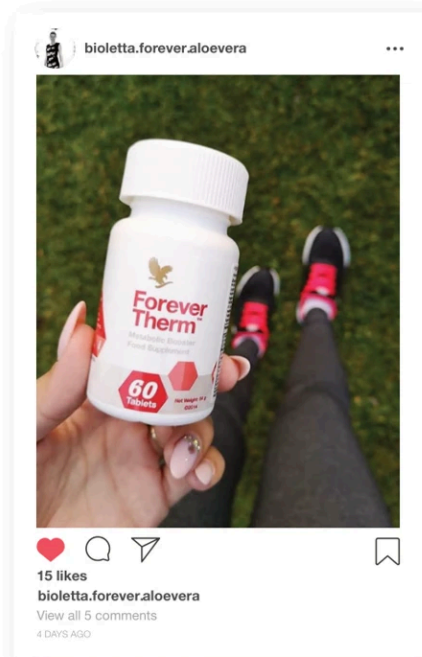
Always make sure your photos are taken in a bright area with lots of natural light. This helps your image appear clearer and makes it easier to see in a social media news feed.

Context

Consider why you are posting something. If the photo doesn't feel like it matches your brand or no one will understand what you are posting, then it may be best to rethink it. Ensure each photo or video has context and meaning to the end user.



58% OF CONSUMERS PREFER VISUAL-FIRST CONTENT, WITH THEIR MAIN PREFERENCES BEING GRAPHICS, IMAGES AND PRODUCED VIDEO*



*Statistics via Sprout - 2019, Sprout Social, Social Media Statistics to Bookmark in 2019

FOLLOW US ON SOCIAL MEDIA

Find Forever Living Products on social media! We want to connect with you and keep you updated with information regarding your business and the products.



FACEBOOK [.com/foreverglobalhq](https://www.facebook.com/foreverglobalhq)

Content made easy. Like our Facebook page to find content you can share right onto your own newsfeed to engage with your customers and prospects.

FACEBOOK [.com/foreverglobalhqbusiness](https://www.facebook.com/foreverglobalhqbusiness)

Events, incentives, news and more! Like our business focused Facebook page to get insights on the latest Forever training and incentive information for Forever Business Owners.



INSTAGRAM [.com/foreverglobalhq](https://www.instagram.com/foreverglobalhq)

Our story through photos. Follow our Forever journey and explore the best products in the world.

INSTAGRAM [.com/foreverglobalhqbusiness](https://www.instagram.com/foreverglobalhqbusiness)

Stay connected to the business. Our business focused Instagram not only gives you a behind the scenes look at Forever, but also keeps you informed on what's new for Forever Business Owners.



PINTEREST [.com/foreverglobalhq](https://www.pinterest.com/foreverglobalhq)

Get inspiration for your next aloe mocktail or find our latest fitness motivation to pin to your boards.



TWITTER [.com/foreverglobalhq](https://www.twitter.com/foreverglobalhq)

Join the conversation. Our Twitter page is filled with fun content to share and engage with. Give us a follow and don't forget to retweet.

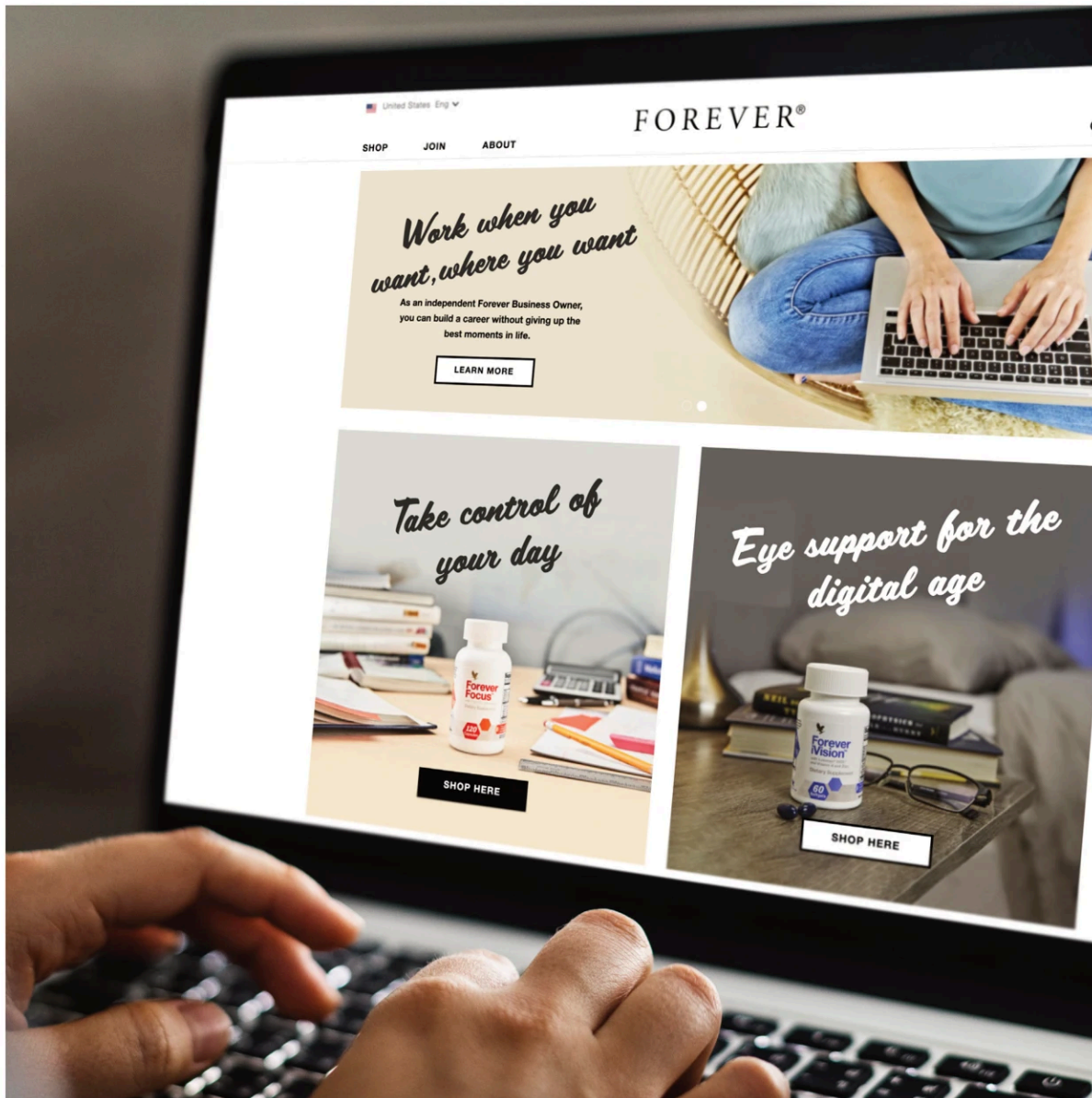


VIMEO [.com/foreverglobalhq](https://www.vimeo.com/foreverglobalhq)

View the latest product and business videos to share with your customers and prospects.

CREATING A WEB PRESENCE

One of the benefits of being in business in Forever is that you can get started as soon as you are ready! Without a need to carry inventory or build a website, you are ready to start sharing the Forever products and opportunity right away. In addition to leveraging your social media profiles, you can use **Foreverliving.com** as your personal e-commerce site.



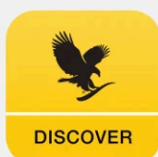
Simply insert your FBO ID into the URL www.YourFBOID.ForeverLiving.com and share!



OTHER TOOLS AND HELPFUL HINTS

BestCompany.com refers to Forever Living Products as a company that offers extensive training and support for FBOs. So, the fun doesn't stop here! Here are a few more tools you can use to help you grow your business.

DIGITAL TOOLS



DISCOVER FOREVER MOBILE APP

Download Discover Forever and get everything you need at your fingertips. The app is updated with the latest product information, training materials, price lists, business presentations and more, so you can take your business with you wherever you go. Available on iOS and Android.



FLP360 - Strategy. Insight. Growth.

FLP360 is reimagined, recharged and redesigned to put powerful digital marketing performance to work for your business. We worked with leading FBOs, developers, designers and user experience experts to bring you turnkey digital marketing platform packed with easy-to-use insights and tools. Easy, intuitive dashboard provide clear insights into the most important aspects of your Forever Business. Plus, Use our social media and selling tools to grow your business online.



FOREVER GLOBALPAY

Your bonuses and commissions are easy to manage with Forever GlobalPay. You'll receive an invitation to setup your account upon your first bonus payment. Start earning today and then log into your account to receive your funds.



FOREVER F.I.T. APP

If you are interested in weight management or building a business using any of our weight management products, The Forever F.I.T. App, available on iOS and Android, is a perfect companion to track you or your customers progress, share motivation and look better and feel better.

PRINT MATERIALS



ALOE LIFE MAGAZINE

This powerful tool is produced three times a year with messaging specifically for retail customers. Use this content to share product tips, company information and build your business. Aloe Life Magazine can be found at: www.foreverliving.com/aloe-life



ALOE BROCHURE

The power of aloe as nature intended. This tri-fold brochure, available in a pack of 10 in Spanish or English, shares the benefits of drinking Forever's aloe vera gels. With information about Forever's manufacturing and what Forever does differently, this is a great leave behind for retail customers.



WHY FOREVER FLYER

Show your customers and prospects the benefits of the Forever opportunity. The Why Forever Flyer provides information on what Forever offers those who are interested in building a business. Available in a pack of 10 in English or Spanish.



FIRST STEPS TO MANAGER

This in depth training manual explains the fundamentals of how to build a business, from the power of retailing to how to prospect and invite people to join your business. Available as an English or Spanish printed booklet and digitally on the Discover Forever App.

Looking for more help and support?

Contact Forever Sales Support at **1-888-440-ALOE (2563)**
or customercare@foreverliving.com.

Ensuring the highest quality.

We are the largest grower and manufacturer of aloe vera and aloe vera products in the world. Our aloe vera products were the first to receive the International Aloe Science Council's Seal of Approval for Aloe content and purity. Many of the products also feature the Kosher and Halal Seal of Approval. Forever does not test its products on animals.

foreverliving.com



Trademarks © Reg. U.S. Pat. & TM Office
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Re-order 10381

