

START HERE...

Your Sponsor And Upline Team

Learn now that network marketing is an “earn-while-you-earn” situation. Your sponsor may have great experience – or they may be new to network marketing and For♦Mor. Smart distributors learn how to leverage their sponsor for the greatest potential. Along with your sponsor, you have an upline sponsoring team. No doubt there are a Diamond and Double Diamond in your upline who are willing to help and support you.

Learn what your sponsor knows about the company, the products, as well as any prospecting or promotional ideas that are working for them. Your sponsor may be able to help follow up with your prospects. 3-way phone calls demonstrate teamwork and is a powerful strategy for building your business.

To sum it up, learn what you can from you sponsor, and your upline sponsoring team. If they are getting results that you desire, find out *exactly* what they are doing! Your sponsor’s responsibility is to help you learn what they know – helping you to get the best start you can in For♦Mor. Learn what you can from your sponsor, no matter how much or how little they know! Now, add to it your talents and enthusiasm!

ForMor International

For♦Mor has the ultimate responsibility of managing and shipping product orders, and managing and distributing bonus checks. Above and beyond these fundamental basics, For♦Mor strives to provide systems and tools that support the distributor force with their efforts.

The principle of network marketing compensation is to reward distributors for BOTH their sales and sponsoring efforts – and to encourage training and support for distributor organization. This is one reason the compensation plan is designed to reach deep into the downline organization. A great deal of support and training for new people is available and initiated by the leadership in the field. This is to say that For♦Mor support is focused on supporting day-to-day business needs of distributors. For♦Mor has several key tools available that support new distributors and help leaders support and train their growing organizations. A new distributor can learn an amazing amount about For♦Mor and the business by plugging in to these systems:

- ◆ **Distributor Guide**
- ◆ **Product Guide**
- ◆ **For♦Mor Interactive CD Rom**
- ◆ **The Path Audio Series**
- ◆ **Audio, Video and CD support**
- ◆ **ForMorCentral.com**
- ◆ **ForMorHelp.com**
- ◆ **For♦Mor-On-Demand**
- ◆ **Tuesday’s Corporate Conference Calls**
- ◆ **Monthly Double Diamond Call**
- ◆ **Double Diamond Conference Calls**
- ◆ **Conferences, Meetings and Retreats**
- ◆ **Monthly Newsletters (Audio & Print)**
- ◆ **e-Mail News and Updates List**
- ◆ **COA global message distribution**
- ◆ **Question & Answer Line**

For♦Mor’s Internet Strategy

For♦Mor leverages the power of the Internet very effectively. These web sites are wonderful “tools” that offer great service and versatility to distributors in the field. In Section Seven, Marketing Tools and Systems, we spend time discussing how to leverage these powerful tools in more detail. For right now, it makes sense to get a good overview of these web sites and systems that are in place:

ForMorIntl.com – For♦Mor’s Corporate Web Site

In 1996, the Internet wasn’t what it is today – and for that matter, in several years it will no doubt be very different than it is right now! For♦Mor launched its corporate web site, www.ForMorIntl.com to establish a professional presence on the Internet. After the introduction of ForMorCentral.com, For♦Mor chose to maintain ForMorIntl.com as a state-of-the-art, glossy “brochure” for the world to view. Due to the fact that content on ForMorIntl.com does not need to change as often as it does on ForMorCentral, more time and effort can be spent on graphics and the visual delivery of the content.

ForMorCentral.com – For♦Mor’s Distributor-Support Site

In 2000, For♦Mor’s business was rapidly expanding globally, and new capabilities to offer advanced services for downline management, prospecting and sponsoring, and online ordering were made available. At the time, many network companies jumped to pre-packaged software solutions, limiting their distributor forces of the true potential the Internet offers. After examining the available technology, the changes in online consumer habits, the challenge of data security, and the overall needs of the distributor force – the decision was made to launch ForMorCentral.com as a separate distributor support site with a complete, integrated e-Commerce strategy. For♦Mor is unaware of any company offering such an all-inclusive approach to enable distributors to leverage the Internet’s capabilities.

ForMorCentral is the site that offers you a personal web page – where you can find documents to download and print, where you can listen to and watch audio and video content, and where you can access information pertinent to your business! ForMorCentral is a GREAT place to refer your opportunity-minded prospects. They learn a great deal about For♦Mor very quickly and have the opportunity to download documents, watch and listen to streaming content, and have access to most everything they might ever want to know about our company, products, support and opportunity! They can sign-up with For♦Mor at ForMorCentral, or place a retail order! There are three different levels of service for distributors, ranging from FREE to \$15 a month. The pricing, features and benefits are on the next page.

e-Commerce – For♦Mor’s Online Solution

For♦Mor’s e-Commerce strategy is to enable all distributors to make a sale to anyone, anywhere, anytime! We spend time in Section Seven discussing the finer points of using e-Commerce, so let’s talk about the benefits it offers here. At For♦Mor, e-Commerce refers to retail sales made via the internet. There are a number of individual, product-focused web sites designed to promote retail sales, including our “super-market” site, www.ForMorProducts.com. The individual product-focused web sites promote high-profile products, such as MSM 2000, Energy Slim, The Cloth, and more! Every distributor in For♦Mor can use the e-Commerce system the minute they have their ID number. All you do is publish or refer people to the website(s), followed by a forward slash (/) and your ID number. For example:

www.ForMorProducts.com/123456789

www.DiscoverMSM.com/123456789

When a person visits the site, the computer recognizes the referral as coming from you. Purchases earn you retail profits while adding the appropriate BV to your volume. Visitors cannot purchase without a referral ID number. *Distributors benefit by making sales without even purchasing products up front!*

ForMorCentral.com

In the fall of 2000, ForMor International introduced ForMorCentral.com. It is an extraordinary web site loaded with features. It is designed to support distributors and help prospects. ForMorCentral is the secure portal to the Internet for advanced features, such as “live” downline genealogies, and is the place for online sign-ups, ordering, and Q-Club order-management. There are three levels of service available to distributors. Changing levels of service is easy!!

FREE ACCESS

1. My e-Sales and Personal Order History. Includes current BV and Order Status and all e-Commerce sales.
2. Personal Settings offers the opportunity to update basic info, such as: spelling, e-mail, address and telephone changes, updating ForMor's database records.
3. Access to Members Only Bulletin Board.
4. Marketing Tools & Document Library.
5. Access to FAQ section.
6. Easy E-mail responders direct to ForMorCentral support, and ForMor Member Service.

To get Free Access, Distributors need their ForMor ID Number, and an Invoice/Order number from a recent order. Distributors choose their own password when they enroll!

PLUS Service \$29 Annual*

PREMIUM Service includes all the features above, and:

1. A Personal Web Page with photo, custom-built links, e-mail responder.
2. Set your retail prices for products on the e-Commerce system!
3. A Virtual Order Terminal in your secure Members Area to place e-Commerce orders for your customers. (Drop-ship.)
4. Distributors on Q-Club can access complete, “live” genealogies of their organizations, with critical volume and Q-Club data.

PLUS Service is \$29 annual for Q-Club Members, and \$129 for non-Q-Club members.

PREMIUM Service \$15 Monthly

PLUS Service includes all the services that PLUS Service does, and:

1. Personalized auto-responders.
2. MyProspect Database – A customized on-line prospect database.
3. Expanded Marketing Tools library with personalized documents.

Premium Service is \$25 monthly for non-Q-Club. Non-Q-Clubbers have full genealogy viewing capabilities.

Basics

ForMorCentral is a SMART web site! So are all of ForMor's e-Commerce web sites. They recognize EVERY distributor in ForMor, whether a distributor is online or not! Get in the habit of sending prospects to ForMorCentral using the familiar forward slash (/) and your ID number.

If your ID number is 123456789, then give out

www.ForMorCentral.com/123456789

Get in the habit of doing this right now! This feature allows distributors to upgrade or downgrade levels of service without any concerns of publishing their ID numbers with the web address. Prospects are always tracked correctly, making product ordering and sign-ups very easy. Start adding your ID number today!

PASSWORD

No matter what level of service distributors choose, they ALWAYS set their own passwords. Member Service does not have ForMorCentral passwords on their system. They are kept in a secure database. If you forget your password, there is a button on the sign-in page which e-mails your password to you immediately!

HELP!

Most everything you need to know is available online. To HELP people who really need it, ForMor maintains a special web site at www.formorhelp.com which has the frequently asked questions and answers to almost every question we have every been asked. If the answer you need is NOT listed in the FAQ for you, there is an e-mail responder that routes your question to the proper department. In many cases, the department will return your e-mail with a link with answers your questions.

This is how ForMorCentral support works, and how we grow the knowledge base with information and helpful tips. Distributors who call Member Service for help are going to be referred to www.formorhelp.com. Due to the wide range of questions, it is not efficient to have Member Service support Internet-help phone calls. Smart distributors visit ForMorHelp.com on a regular basis to keep upon new distributor's common and view the common questions and answers.

Q-CLUB

The Q-Club just makes sense!

Q-CLUB Members enjoy preferred pricing and advanced services on ForMorCentral! Q-Club Members save \$100 per year on PLUS Service, and get the added benefit of “live” genealogy features! These benefits, along with Qwik-Pay, Direct-deposit and FREE or preferred shipping rates make the Q-Club Membership a valuable asset.

Here are simple habits and tips that will help you have the best experience as your business and future grow with For♦Mor. Please take the time to look over these tips and reminders!

- ◆ **ALWAYS have your ID Number ready!**
Memorize your ID number by heart! You need it when you call, mail, fax, or e-mail For♦Mor. You need it to maximize ForMorCentral. You need it for e-Commerce! You also need to remember to include your ID on all correspondence, whether by mail, fax, or e-mail. *Not to mention what would your prospect think if you have to fumble around for it?*
- ◆ **LEARN to handle your own customer service needs!**
If there are any questions about your responsibilities, then skip to Section Nine right now! Distributors need to learn to handle their own situations. If there is a problem with your genealogy, or with an order, call For♦Mor – not your upline! For♦Mor makes it easy! It's a toll-free phone call from 8:00 am to 8:00 pm Central M-F and Saturdays 10:00 am to 2:00 pm – or maybe ForMorHelp.com can help! Make good use of your time. *If you're going to have your upline work for you, ask them to follow-up with a hot prospect instead of calling in about your needs!*
- ◆ **TEACH YOUR DOWNLINE to handle their needs, too!**
YOU WILL become a leader and mentor to others as your business grows. Learn now to start teaching people to handle their own matters. Offer to 3-way them on the telephone to customer service, or suggest what they need to do, but do not get in the habit of performing these tasks for your downline. *When would you have time to prospect and sponsor?*
- ◆ **READ the monthly newsletters!**
Listen to the FREE monthly audio newsletter included with your order, too! If you have e-mail, get on the e-mail distribution lists at ForMorCentral.com. There are great stories, super tips, important news, monthly specials, and more. *Learn as much as you can about your business!*
- ◆ **LEARN how ForMorHelp.com works!**
ForMorHelp.com is a new feature added in 2001. It is a powerful centerpiece of the For♦Mor International service and support system. *Use it to your advantage!*
- ◆ **LEARN how ForMorCentral.com and e-Commerce works!**
ForMorCentral provides a wealth of information – instantly! *Visit it regularly!*
- ◆ **WHEN YOU HAVE A QUESTION – ASK IT!**
Any experienced entrepreneur will tell you the only “dumb” question is the one you don't ask! *The more you think about this, the more it makes sense.*

TAKE THE INITIATIVE TO LEARN!

For many, the Internet is still a new and challenging arena, while computers themselves tend to pose their own challenges! Distributors who are new to the Internet and to using their computers are going to require more time to learn the ins and outs of For♦Mor's web site! The analogy is: Just because you are old enough to drive a car, and have the means to buy one – it is not the dealership's responsibility to teach you to drive! Computers, the Internet, and your browser are no different. There is no skipping the homework! If you have to, buy a book on browsing the Internet, get a friend to help, or take a class! To learn about the features on ForMorCentral.com, read the FAQ section, and visit ForMorHelp.com. The Internet is a powerful tool, and it is worth your time to figure learn how to use it! Please remember that Member Service and the support team for ForMorCentral simply cannot offer phone support, and will refer you to ForMorHelp.com.