

# GETTING STARTED GUIDE

**Welcome to ForMor.**



# NEW DISTRIBUTOR

## GUIDE: GETTING STARTED

This document will guide you through the process of getting your ForMor business off the ground. The first key to your success starts with your personal commitment to developing a realistic plan. This commitment will help focus you on the foundational things needed to be successful in the critical first weeks and months of building your business.

All great networkers succeed because they follow a simple plan that is easily taught to others. The first steps of this plan involve setting several reasonable, attainable goals. Successful people in our business always write down their goals, keeping them where they can be seen each day. When your goals are out of sight, they are out of mind and your business flounders.

Below is the simple Getting Started Guide that can help you grow your organization faster than you could ever imagine. Trust me, do these things and you will dramatically increase your probability of success!

# GETTING STARTED GUIDE

This guide will help new distributors develop a realistic success plan over the next 48 Hours.

This includes following the “11 Simple Steps to Success with ForMor.”

Additionally, the other components of this guide will act as a road map to inform new distributors of the many training resources that will help them transition into the ForMor distributor program. We wish you much success in your new venture!

# 11 SIMPLE STEPS TO SUCCESS

## WITH YOUR FORMOR BUSINESS

### **Step 1. Set short-term and long-term goals using the template below.**

A. My long-term goal is to eventually earn \$\_\_\_\_\_ per month in residual income.

B. My short-term goals are:

1. I want to earn \$\_\_\_\_\_ per month in residual income after 3 months.
2. I want to earn \$\_\_\_\_\_ per month in residual income after 6 months.
3. I want to earn \$\_\_\_\_\_ per month in residual income after one year.
4. I want to earn \$\_\_\_\_\_ per month in residual income after two years.

### **Step 2. Make a list of everyone you would like to join you in your new ForMor business.**

You will need to build what is called a “Prospect List.” Use the attached Prospect List Guide to complete the prospect list. You must commit to diligently working your Prospect List daily. You will need to contact each person up to four times (if necessary) to help them see the benefits of joining your team.

### **Step 3. Share the business with everyone on your prospect list.**

Commit to sharing the product and business opportunity with \_\_\_\_ (#) prospects each week.

### **Step 4. Sponsor new distributors each week.**

Commit to sponsoring \_\_\_\_ (#) new distributors each week to reach my income goals that were set in step 1.

### **Step 5. Commit to continued effort with a prospect until 4 contacts are complete.**

Commit to speaking with each person on my list at least four times before moving on from that person.

### **Step 6. Get mentor feedback on your presentation.**

Before speaking to my first prospect, I will write down my brief presentation and share it with my sponsor, asking for his/her honest feedback.

# 11 SIMPLE STEPS TO SUCCESS

## WITH YOUR FORMOR BUSINESS

### **Step 7. Practice your Presentation.**

After considering my mentor's feedback, I will practice my presentation in front of a mirror until I have enthusiastically convinced the person in the mirror (Me!) that ForMor has both an incredible product and opportunity! I believe that "sales (and sponsoring) is the transfer of enthusiasm from one person to another" and I commit to displaying enthusiasm in my voice and on my face.

### **Step 8. Ask for help when needed from mentors.**

I will ask for help from my sponsor or other experienced members of my upline whenever I have questions or need help working with a prospect. I will ask for help instead of choosing failure!

### **Step 9. Understand the ForMor enrollment process.**

I will familiarize myself with the Distributor Application and other forms so I will be ready to assist my prospects with the enrollment process.

### **Step 10. Commit to ForMor Training.**

I will continue to learn about ForMor and the new training and recruiting programs that are offered by the company. I will seek out additional information about ForMor products and business-building methods by doing the following:

1. Developing leadership skills by contacting my mentors who have experience with ForMor.
2. Developing technical skills and training skills by exploring the "Back Office" online at [www.ForMor.com](http://www.ForMor.com) and watching the training videos in the Media Center (mediacenter.formor.com)
3. Listen to Training Calls on Tuesday and Thursday evenings at 8:00pm (CT) (712) 338-8000 PIN: 9683#

### **Step 11. Teach Others in Your Team to Commit.**

Enthusiastically encourage each of your distributors to develop a plan of action and commit to working it. Uncommitted team members always fail....and I want my team to succeed!

# OTHER KEYS TO SUCCESS

## WITH YOUR FORMOR BUSINESS

Developing this kind of plan and taking immediate action produces rapid results. Getting off to a fast start is critical to your success. Following this simple plan puts you in position to generate quick results. Teaching your new people to develop and commit to a plan creates predictable success for your entire team. Here are some administrative action steps you need to take next. You must understand them completely and teach them to others in your organization.

### **Set-Up Auto-Delivery**

If you did not take advantage of Auto-Delivery, you must set-up your Auto-Delivery Order today by calling Customer Service at 1-888-270-4793. Auto-Delivery is a leadership stance that teaches your organization that Auto-Delivery is very important. It is a great way to manage your business. You save money on every online order you place and it guarantees you are qualified to receive your bonus checks. Make sure that you order at least 100BV on your Auto-Delivery order to qualify to receive bonuses.

### **Learn the Administrative Components of the Business**

Build a general knowledge base of your back office. Your back office is a powerful business engine that helps you monitor your business and it's success. This back office allows you to check the volume of each person in your organization, manage your account and promote your business through e-commerce with a ForMor online back office account. Simply login to [www.formor.com](http://www.formor.com) and follow the instructions or contact your sponsor for assistance.

### **Order Marketing Materials and Learn About Your Online Tools.**

Log on to [www.ForMor.com](http://www.ForMor.com) or call 1-888-270-4793 and place an order for the marketing materials you may need. The materials may include product or business opportunity brochures, training videos, etc. Your mentor or other knowledgeable upline member will be happy to guide you in picking the basic marketing materials you need in order to get off to a fast start. There are several key packages that will get you the tools you need to be successful.

# OTHER KEYS TO SUCCESS

## WITH YOUR FORMOR BUSINESS

### **Make Your Prospect List: (Second Suggestion)**

Remember the 2nd commitment you made on the first page of this document: too immediately “make a written list of everyone I would like to work with in my new ForMor Business.” If you have not made that list, now is the time to do it. These are people with whom you already have a relationship. This is an important group because these contacts will form the foundation of your business and research has shown that you will find your strongest leaders within your current circle of influence.

### **Meet Your Upline Mentors**

Support is a key ingredient to your overall success. There are people who are dedicated to helping you succeed in your new business. Please do not think that these people are too busy to bother with you. Their greatest pleasure is to have someone call who really wants to succeed in building a ForMor Team! That’s what they’re in business for!

Once you have completed your business plan (including your 11 simple steps and the administrative action steps) you should call your sponsor immediately and ask them to introduce you to your upline Success Team. If your sponsor doesn’t have the phone numbers, call Distributor Services (1-888-270-4793) and ask for the name and phone number of your upline 7.5K (or above) Distributor. They’ll be happy to assist you.

Welcome to the ForMor Team! If you review this guide and develop your success plan, you are certain to do extremely well with your ForMor Business.

Refer to the ForMor website at [www.formor.com](http://www.formor.com) for additional training resources and stay connected to your upline mentor.

# PROSPECT FOLLOW UP SHEET

Fill-in your prospect's name and other contact information in the top section of the form on the next page. This worksheet will allow you to keep track of valuable information from each of your meetings with the prospect. Re-familiarize yourself with these notes prior to each time you contact the prospect.

After the first meeting with the person, complete the "First Contact" section. In addition to writing down a summary of your conversation, this section asks you to rate the person's "Interest Level" and determine their "Hot Button." This information is extremely important to you.




If your prospect is excited about the opportunity to make money then that is what you should focus on. Spending too much time educating this person on ForMor's wonderful products will only drive them away. In the same way, if a person is really excited about the products, don't bother them with the details of the Compensation Plan. There's always time to educate them more fully later. Invest your time talking about what the PROSPECT WANTS TO HEAR ABOUT.... not on what you'd rather talk about. Does that make sense? Your job is to meet their needs. Talk about what you see them getting excited about.




The Prospect Follow-Up Worksheet works in conjunction with the "Prospect List – Follow-Up Scheduler." Each prospect should be assigned a number in the first column of the Prospect List Follow-Up Scheduler. The number assigned to each prospect should also be placed in the circle in the upper right corner of the Prospect Follow-Up Worksheet. All of these forms (in numerical order) can be placed in a three ring binder so you can keep yourself organized.









# PROSPECT FOLLOW UP SHEET

		PROSPECT#:	
NAME:	HOME#:	WORK#:	
ADDRESS:	CITY:	STATE:	
REFERRED BY:		DATE OF REFERRAL:	

1ST CONTACT  			
DATE:	TIME:	INTEREST LEVEL 	1 2 3 4 5 6 7 8 9 10
DESCRIPTION OF CONVERSATION:			
HOT BUTTON: <b>TIME</b> <b>MONEY</b> <b>HELPING PEOPLE</b> <b>PERSONAL USE</b>			NEXT FOLLOW-UP DATE:

2ND CONTACT  			
DATE:	TIME:	INTEREST LEVEL 	1 2 3 4 5 6 7 8 9 10
DESCRIPTION OF CONVERSATION:			
HOT BUTTON: <b>TIME</b> <b>MONEY</b> <b>HELPING PEOPLE</b> <b>PERSONAL USE</b>			NEXT FOLLOW-UP DATE:

3RD CONTACT  			
DATE:	TIME:	INTEREST LEVEL 	1 2 3 4 5 6 7 8 9 10
DESCRIPTION OF CONVERSATION:			
HOT BUTTON: <b>TIME</b> <b>MONEY</b> <b>HELPING PEOPLE</b> <b>PERSONAL USE</b>			NEXT FOLLOW-UP DATE:

4TH CONTACT  			
DATE:	TIME:	INTEREST LEVEL 	1 2 3 4 5 6 7 8 9 10
DESCRIPTION OF CONVERSATION:			
HOT BUTTON: <b>TIME</b> <b>MONEY</b> <b>HELPING PEOPLE</b> <b>PERSONAL USE</b>			NEXT FOLLOW-UP DATE:

# INSTRUCTIONS FOR PROSPECT LIST

**Decide What You Want To Do:** If you want to do something, first you must decide what it is that you want to do. So, what is it that you want to do? If you've decided you want to become a successful ForMor Distributor, you have to take the next step. Here's the next step....

**Develop A Plan:** The next step is to develop a plan of action. In network marketing, the plan always involves contacting people. Networking is a person-to-person marketing business. Your custom action plan always begins with making a list of the people you would like to have on your business TEAM. Team building is what networking is all about. So....

**Make A List Of People:** List all the people you want to have on your team on the other side of this form in the second column. Until you write their names on the list, you haven't made a commitment to yourself to follow-through with contacting them. Without commitment, no one can succeed in network marketing. So, make the commitment and fill out the second column with the names of people you want on your team.

## **Make Five More Important Commitments:**

1. I will learn everything I can from my upline, ForMor literature and training DVDs as quickly as possible and use that information to create and write down a presentation to make to my prospects before contacting them.
2. I will practice my written presentation, out loud, in front of a mirror every day until I can convince the person in the mirror (me) that I am representing incredible products and an exciting opportunity that they should be thrilled to get involved with!
3. I will ask my sponsor or someone from my up-line to go with me for support during my first couple of presentations.
4. I will personally contact each person on my list at least four times before giving up on that person as a potential prospect. (Leaving a phone message doesn't count!)
5. I will personally contact everyone on my list at least four times before considering giving up trying to build my ForMor business. (A phone message doesn't count as a contact.)

When you have completed #2 above, your enthusiasm will be contagious! (Sales is the transfer of enthusiasm from one person to another.) That's when you are ready to start building your business! With enthusiasm and persistence, you may be shocked at how many of your original prospects get involved!

Remember, face to face meetings are the most effective. You can use the phone to set up a meeting, but your goal is to sit down with your prospect face to face. If the prospect lives too far away, by all means, talk to them about the products and opportunity by phone and have them check out some of ForMor's online material, or send them some printed information and some product to try.



# IMPORTANT INFORMATION

## Home Office Information

### Address:

496 Hwy. 64 East  
Conway, AR 72032

## Office Hours

10:00am - 4:30pm (US Central Time), Monday - Friday

Telephone: 1-888-270-4793

Fax: 1-800-750-8155

Website: [www.formor.com](http://www.formor.com)

Email: [memberservice@formor.com](mailto:memberservice@formor.com)

Mail Orders, send to:

ForMor International

Attn: Customer Service

P.O. Box 2080

Conway, AR 72033