

Welcome to ForMor.

成功之道
TAO OF
SUCCESS

GET STARTED, GET INFORMED, GET CONNECTED



#Transform

TAO OF SUCCESS | *welcome*

Welcome to the exciting world of **ForMor Brand Partnership**. Over the next few minutes, we are going to reveal to you the *Tao “Path” of Success* in ForMor. Applying these simple principles and actions consistently can transform your future from *“ordinary to extraordinary.”*

Success with ForMor occurs when we follow a simple pattern that is easily taught to others. However, before we can help others, we first need to help ourselves.

The Pattern
experience - share - repeat

Effective communication requires a connection between people. Truth is, it is virtually impossible to effectively communicate something we have not experienced first hand.

When the communicator is sharing something from their personal experience, from the heart, the connection level is high. When sharing something from an intellectual level, from the head, the connection is much lower.

Simply experience new things with our company, such as: products, rewards, events, stories, articles, etc.; share those experiences with others, then repeat. We never ask you to sell or promote anything you haven't experienced first hand. We have found that those who experience the most, share the most. So, we invite you to experience all that ForMor has to offer and then share it

TAO OF SUCCESS | *get started*

The first few hours and days after starting something new usually tells the tale of future success. There are a few key things that all our successful Brand Partners do when they first join our company.

1 - Setup ForMor Account

The easiest and most economical way to become a Brand Partner is with a First Order Bundle. You get our best products, some handy gear, and the Application fee, all for a great low price. You can even upgrade your order for even more savings and more benefits. Go to www.formor.com for all the details and offers.

2 - Visit Back Office

After setting up your account, visit your Back Office by clicking the 'LOGIN' button @ www.formor.com. Enter your ID# and password, then explore the various options.

3 - Manage Autoship

Setting up an Autoship with XinHua is one of the smartest things a Brand Partner can do. An Autoship order saves **\$5 on each bottle**, every time you order. Everyone loves to save \$\$\$ and Autoship is a great way.

Other benefits include:

- > Always have the products you want and need*
- > Make sure you achieve your personal sales volume each month*
- > Change or cancel anytime online*

Whether you are building your Brand Partnership sometime or all the time, Autoship just make sense!

back office tour

My Profile

- > Modify account information
- > Update password
- > Manage web alias

Place Order

- > Order products
- > Choose any quantity
- > Order anytime

Team

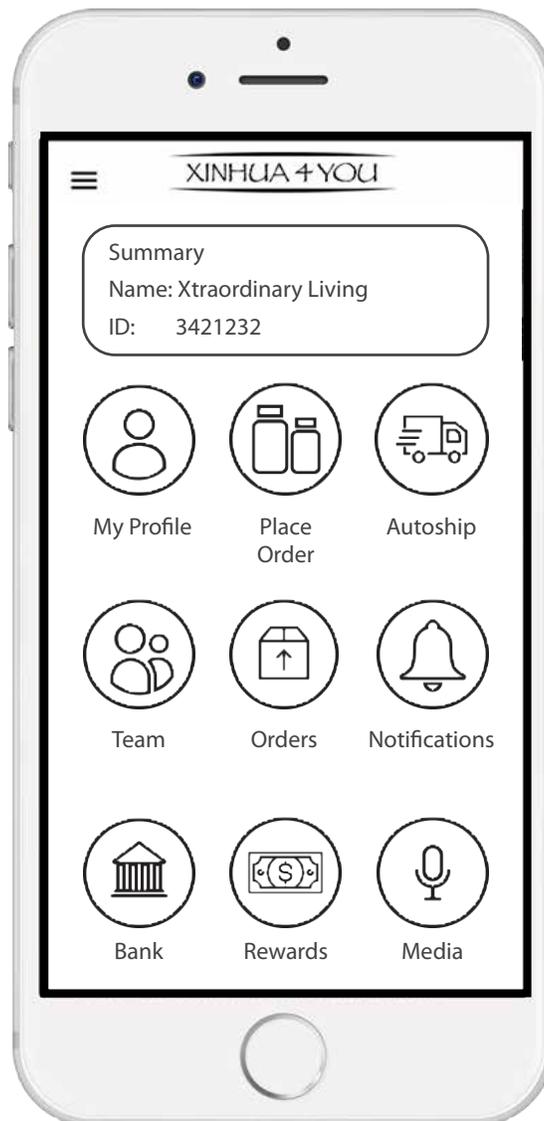
- > Check team volume
- > Manage holding tank
- > Results in real-time

Bank

- > Check Rewards balance
- > Manage local bank info
- > Update Rewards preferences

Rewards

- > View Rewards balance
- > See Rewards detail
- > Rewards history



Autoship

- > Create Autoship
- > Manage products/dates
- > Cancel anytime

Orders

- > Review orders
- > View entire order history
- > Displays order detail

Notifications

- > Updates
- > Account alerts
- > Business activity

Media

- > Watch videos
- > Download PDF's
- > Get news and blog

Your ForMor Back office allows you to manage your entire business from virtually any device or computer, anywhere in the world. It is truly business on your terms!

The ForMor business is not complicated, but there are certainly things you need to know in order to experience success. Our goal is make getting information quick and easy. The best practice is to take a few minutes each day to absorb some new information about our company, products, and the business.

1 - Visit the Journal

The **ForMor Journal** is designed to inspire and inform. It's a treasure trove of videos, audios, PDFs, articles, event schedules, and more. You can get there by clicking on the 'JOURNAL' link @ www.formor.com. The **Journal** contains the company blog, lots of free downloads, training, inspirational stories, and so much more. Take a few minutes each day to learn something new about ForMor by adding the **Journal** to your favorites.

2 - Attend Events

We have a number of LIVE events. Some events are daily, some are weekly, others periodically. Our events include: Facebook LIVE, conference calls, webinars, rallies, trainings, retreats, and more. Our most successful Brand Partners make attending events a habit. The best way to learn more about our events is the Events section of the **Journal** - www.formor.com.

3 - Follow Mentors

Mentors are people who are experiencing results at a greater level than us and are willing to share how they do it. Successful Brand Partners seek out other Brand Partners to show them the ropes and help them avoid pitfalls.

Some of the best mentors can be found in books, audio programs, and LIVE training events. The key is to find people you can trust and respect.

Once you have discovered a mentor, the rest is easy...listen, learn, and most importantly, take action. Learning is a good thing, but without action, it fails to yield a result. Success has more to do with action than knowledge.

So, develop the habit of taking action immediately when you gain a new insight.

The best part of being a ForMor Brand Partner is the relationships. You are never alone when you are with us. You have a bunch of folks who want you to succeed beyond your wildest dreams and are willing to help you.

We believe our business moves at the speed of relationships. So remember, you are in business for yourself, but not by yourself.

1 - Your Dreams

Your dreams of a better tomorrow are the fuel that is needed to move you into action. It is important to connect your dream to your daily actions. A great way to do this is to spend some time writing out where you want to be in the next 10 years or so. Then, work your way back to where you want to be a year from now. Now, you can write out specific goals for each month, each week, and each day to get you where you want to go. This is a great process to complete with another person. They can provide encouragement and accountability along the way.

2 - Your Support System

There are quite a few people who have a vested interest in your success. These are other leaders in XinHua that are a part of your upline support system. Connecting with your support system can help you work smarter, not harder. The company is also a great resource for you. Be sure to connect to our social media outlets, such as: *Facebook.com/XHforU*.

3 - Your Team.

As you share your ForMor experience with others, some will choose to join with you. As they share their experience, your team begins to grow. It is important to connect with as many of the people on your team as possible. Ask them to share their hopes, dreams...and fears. Be ready to share yours as well. Just be yourself and be real.

In all these relationships, honesty and integrity are critical qualities. Say what you mean and mean what you say. Be sure to follow-up on any commitments and deliver on your word. Getting connected and staying connected creates a life-flow between you and the rest of our company that makes us strong and healthy.

TAO OF SUCCESS | *a few more tidbits...*

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.

Be Committed

Commitment is a required element to success in anything. Making and keeping commitments are a hallmark of any person of accomplishment. Our most successful Brand Partners make 3 primary commitments:

- > I commit to achieve my dreams
- > I commit to help others achieve their dreams
- > I commit to operate honestly, ethically, and with integrity.

Be a Great Follower to Become a Great Leader

Our company endeavors to create balance. For every up, there is a down; for every front, there is a back; for every yin, there is a yang. To be a great leader, we must become great followers. Being a great follower requires humility and security. We believe you qualify for leadership when you faithfully follow others.

Welcome to the ForMor Team! By reviewing this guide, following the pattern, and taking immediate action, you have dramatically increased your chances of success with our company.

Refer to the ***ForMor Journal*** @ formor.com for additional training resources and stay connected to your upline mentor.

TAO OF SUCCESS | *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 Rewards 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.

TAO OF SUCCESS

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: TIME MONEY HELPING PEOPLE PERSONAL USE			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: TIME MONEY HELPING PEOPLE PERSONAL USE			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: TIME MONEY HELPING PEOPLE PERSONAL USE			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: TIME MONEY HELPING PEOPLE PERSONAL USE			NEXT FOLLOW-UP DATE:

TAO OF SUCCESS | *prospect list*

Decide What You Want To Do: When we want to do something, first we must decide what it is we want to do. So, what is it that you want to do? Once you've decided you want to become a successful ForMor Brand Partner, here's the next step....

Develop A Plan: In our company, the plan always involves connecting with people. Referral marketing is a person-to-person 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 referral marketing 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, the Journal, and other sources as quickly as possible and use that information to create and write down my story before contacting people.
2. I will practice my written story, out loud, in front of a mirror every day until I can convince the person in the mirror (me) that I am representing a tremendous brand 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 each person on my list at least four times before considering giving up on building my ForMor Brand Partnership. (Leaving a phone message doesn't count!)

When you have completed #2 above, your enthusiasm will be contagious! (Success 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 information and some product to sample.

TAO OF SUCCESS | *contact info*

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