Compliance Training
I am not an attorney. I do not have a degree or expertise in law. I am providing the following information based on career experience and online research.
Identifying yourself as an affiliate and making proper disclosures
Identifying yourself as an affiliate and making proper disclosures

Income claims and making proper disclosures.
Identifying yourself as an affiliate and making proper disclosures.

Income claims and making proper disclosures.

Selling products vs. selling a “business opportunity”
If you provide reviews, rankings, endorsements, testimonials, blogs, or content of any kind about any products, Legendary products included, for which you receive commissions, you must clearly disclose the fact that you receive such compensation in a clear and prominent place in close proximity to your endorsement. This disclosure must appear on every page that includes your endorsement and cannot require the consumer to scroll through multiple page views, or click on secondary links behind vague words such as “Disclaimer.”
Identifying yourself as an affiliate and making proper disclosures

1. **Disclose when you’ve been paid.** This includes sponsorships, paid reviews, and links to products that aren’t your own (i.e. an affiliate product).
Identifying yourself as an affiliate and making proper disclosures

1. **Disclose when you’ve been paid.** This includes sponsorships, paid reviews, and links to products that aren’t your own (i.e. an affiliate product).

2. **Disclose on each page a link is used.** Even if you’ve previously disclosed a particular affiliate link, it’s necessary to do so again when it’s used in a different area of your site.
1. **Disclose when you’ve been paid.** This includes sponsorships, paid reviews, and links to products that aren’t your own (i.e. an affiliate product).

2. **Disclose on each page a link is used.** Even if you’ve previously disclosed a particular affiliate link, it’s necessary to do so again when it’s used in a different area of your site.

3. **When unsure, disclose anyway.** This won’t cause any harm, and may actually prevent legal headaches down the road.
1. **Disclose when you’ve been paid.** This includes sponsorships, paid reviews, and links to products that aren’t your own (i.e. an affiliate product).

2. **Disclose on each page a link is used.** Even if you’ve previously disclosed a particular affiliate link, it’s necessary to do so again when it’s used in a different area of your site.

3. **When unsure, disclose anyway.** This won’t cause any harm, and may actually prevent legal headaches down the road.

4. **Be direct.** Keep the disclosure short, and don’t beat around the bush.
1. **Disclose when you’ve been paid.** This includes sponsorships, paid reviews, and links to products that aren’t your own (i.e. an affiliate product).

2. **Disclose on each page a link is used.** Even if you’ve previously disclosed a particular affiliate link, it’s necessary to do so again when it’s used in a different area of your site.

3. **When unsure, disclose anyway.** This won’t cause any harm, and may actually prevent legal headaches down the road.

4. **Be direct.** Keep the disclosure short, and don’t beat around the bush.

5. **Use 'trigger words'.** It’s best to use words that let your reader know immediately that you may receive compensation from your links. These words include "compensation" and “commission”.

Identifying yourself as an affiliate and making proper disclosures
1. **Disclose when you’ve been paid.** This includes sponsorships, paid reviews, and links to products that aren’t your own (i.e. an affiliate product).

2. **Disclose on each page a link is used.** Even if you’ve previously disclosed a particular affiliate link, it’s necessary to do so again when it’s used in a different area of your site.

3. **When unsure, disclose anyway.** This won’t cause any harm, and may actually prevent legal headaches down the road.

4. **Be direct.** Keep the disclosure short, and don’t beat around the bush.

5. **Use 'trigger words'.** It’s best to use words that let your reader know immediately that you may receive compensation from your links. These words include "compensation" and "commission".

6. **Avoid niche jargon.** Avoid the use of words that the general public may not know, such as "affiliate", "pay-per-click" (in reference to ads), etc., unless you also provide a direct explanation for them in your disclosure.
Identifying yourself as an affiliate and making proper disclosures

**Examples**

There are affiliate links in this post, meaning, at no additional cost to you, I will be compensated if you click through and take action.

**Disclaimer:** We are a professional review company who receives compensation from companies whose products we review. We test each product thoroughly and give high marks only to the ones that are the very best. We are independently owned and the opinions expressed here are our own.
Identifying yourself as an affiliate and making proper disclosures

On your FB posts
On your Youtube videos
On your IG posts
On your LinkedIn posts
On your bridge page funnels

Stand Out With Professionalism and Integrity.
You will probably convert more leads and sales!
2 Income claims and using proper disclosures.

Situation: Stephanie is giving a video testimonial on YouTube about the benefits of her network-marketing company’s pay plan. She states that “In this business, when I recruited just 20 people, I was making over $2,000 per week!” In that particular program, the average distributor earns $235 per month.

What Stephanie wants to do:
Stephanie would probably not want to provide an income disclosure at all. I’m just being candid. Rarely in videos prepared by affiliates do you see any kinds of income disclosures.

What Stephanie needs to do:
The safest bet is a text disclosure displayed simultaneously to the claim in question in addition to a more detailed audio/video formatted disclosure at the end of the testimonial. Or Stephanie could provide a “visual cue” during the video where the claim is made to communicate to the viewer that disclosures can be found at the end of the video. Visual cue example: Results not typical. See earnings disclaimer at the end of this video.
Audio/video earnings disclaimer that is to be added to the end of any video where an earnings claim is made.

“This is not a get rich quick program nor do we believe in overnight success. We believe in hard work, integrity and developing your skills if you want to earn more financially. As stipulated by law, we can not and do not make any guarantees about your ability to get results or earn any money with any of our products or services, or the products and services we recommend. The average person who buys any "how-to" information gets little to no results. Any references or examples used within this page, or by someone on this page or video, are real and documented but are used strictly for example purposes only. Your results will vary and depend on many factors, including but not limited to your background, experience, and work ethic. All business entails risk as well as massive and consistent effort and action. If you're not willing to accept that, please DO NOT PURCHASE ANY PRODUCTS FROM THIS PAGE.”

Adding this will **no-doubt** make you more trustworthy, of integrity, law-abiding and most likely help to convert more quality leads into sales.
Selling products vs. selling a “business opportunity”
Legendary Affiliate Terms To Be In The Know About

Always disclose your affiliate relationship and that you get compensated if they buy through your affiliate link.

Never make an income claim without a proper disclosure nearby in the same format you made the claim (ie: on video = video disclosure)

Do not post screen shots from your back office.

Never use someone else’s video, without their permission.

Do not use the word “scam” as clickbait in any video, article or post relating to Legendary Marketer, or anyone in the company.

Do not target the keyword “Legendary Marketer” or “David Sharpe” in any of your advertising (Google, Yahoo, Bing).

Do not send emails from the name David Sharpe or Legendary Marketer.

Do not use Legendary Marketer, David Sharpe, or anything similar in any domains, social media, email accounts, business names or websites.
My response to the following ...

“But Dave, others have done it”

“But Dave, other companies let me do it”

“But Dave, I won’t be able to make sales with all these rules”

“Dave, I hear you, but I’m going to try and find the grey area and skirt around this stuff…”
Let’s Be An Example of Both…

Conversion & Compliance