

Cheat Sheet for 7k Associates

Do's	Don'ts
1. Become familiar with the terms of the 7k Agreement, the Policies & Procedures, and the 7k Share Plan;	A. Never hold yourself out as an employee or officer of 7k;
2. Share only truthful, substantiated, and not misleading information about 7k products and services that come from official 7k marketing materials in the Back Office;	B. Don't act like a financial advisor or precious metal dealer;
3. Share your love of collectibles and the confidence you have in buying and owning physical gold and silver with thousands of years in proven track record as a valuable asset and a hedge against inflation;	C. Don't accidentally give investment advice by comparing gold & silver to securities like stocks or traditional IRAs;
4. Refer customers to your official 7k Replicated Website;	D. Don't predict future prices for silver/gold or any coin;
5. Be courteous, respectful, professional, and strive to maintain a positive reputation and culture;	E. Don't speculate on potential income from the 7k Share Plan;
6. Maintain account information current in the 7k Back Office;	F. Don't use high-pressure sales/recruiting tactics;
7. Get 7k Compliance review of marketing materials you create BEFORE publishing them;	G. Don't share posts or pictures that depict lavish lifestyles, fancy cars or trips, show commission checks or Back Office earnings;
8. Use current and authorized 7k Associate logos and marketing materials provided in the Back Office for 7k Associates	H. Don't use words like "financial freedom," "residual income," or suggest earning "full-time" or "replacement" income;
9. Participate in 7k-sponsored training and events, watch 7k Training Center videos, and help train, motivate, and support your 7k Marketing Organization;	I. Don't use fear of national emergencies, pandemics, recessions, or fiat currency/stock market collapse to promote gold/silver or the 7k business opportunity;
10. Always give prospects a copy of link to the current 7k Income Disclosure, available at www.7kmetals.com ;	J. Never solicit or enroll minors, and don't target senior citizens, retirees, or other vulnerable populations on fixed or limited incomes;
11. When talking about 7k products, let people know that: - You are a 7k Associate or that you may receive compensation for purchases made by customers (see https://www.ftc.gov/influencers); - You are not a financial advisor or a precious metals/coin dealer, and you cannot give legal, tax, or investment advice; - Purchasing, owning, and selling precious metals carries risk and has legal and tax consequences, and that they should consult their own tax, legal, and financial advisors; - Historical performance is no guarantee of future value or success - people can lose money; 7k collectibles have a 30-day guarantee and Bullion can typically be sold back at Buyback prices at any time; - Full refunds on Memberships are available for cancellations promptly made within the 3 days of purchase (and more in some states and countries);	K. Never advise rolling over a retirement account or traditional IRA into one backed by precious metals - instead simply tell people they should consider having a Self-directed IRA backed by precious metals;
12. When talking about the income opportunity with 7k, let them know that: - A typical Associate can earn \$250 to \$500 per month, but - Results vary and your results may not be typical; - Success is not guaranteed and requires time, hard work, and skill; - Most people join to buy 7k coins and bullion (more than 80%) as customers and never apply to become 7k Associates; and - ALWAYS share a link to/ copy of the current 7k Income Disclosure Statement at www.7kmetals.com.	L. Never enroll any person without their knowledge and active participation - it's legally important that they "click" agree;
	M. Never create, access, or manage a 7k Account belonging to another person;
	N. Don't use your credit card on an account that doesn't belong to you, and avoid making customer orders on someone else's replicated site;
	O. Don't engage in Crossline-Recruiting by soliciting members of another 7k Marketing Organization for any purpose, or to change teams;
	P. Don't Co-Market or offer 7k product/services jointly or in connection with those offered by any other company (at the same time, location, or in the same video or social media post/channel);
	Q. Don't Cross-Market or solicit 7k Members to purchase any competing product or to enroll with another network marketing or direct selling business;
	R. Don't disparage or speak negatively about 7k or other 7k Associates; or
	S. Never require 7k Members to sign side agreements with you or purchase non-7k sales/training programs to be a part of your team;
	T. Never make any purchase from or payment to any individual or other entity to participate in the 7k Share Plan, other than for products offered directly by 7k;
	U. Never use 7k's corporate logo or trademarks and copyrighted materials without the prior written consent from 7k; or
	V. Never disclose, misuse, or misappropriate 7k's proprietary or confidential information.

