

AVOID GIVING ILLEGAL INVESTMENT ADVICE

7k Associates can avoid giving illegal investment advice while promoting the merits of buying and owning physical gold and silver by following the guidelines set forth by the SEC and FTC and being cautious with their messaging. Here are a few reminders:

1 FOCUS ON 7K PRODUCTS AS “VALUABLE PHYSICAL ASSETS”

When 7k Associates talk about the benefits of buying and owning physical gold and silver, they should emphasize the intrinsic value and historical stability of these tangible assets. Never compare them to securities like stocks, bonds, or mutual funds. Instead of talking about “investing” in precious metals, talk in terms of “buying or acquiring physical precious metals.”



2 BE TRUTHFUL

Never say or do anything to overhype, mislead, or pressure people to enroll with 7k, and never use fear or predatory sales tactics. Do not predict future economic or political crises or prey on consumer fears, and never target retirees, senior citizens, minors, or other vulnerable groups. Always disclose that you have a connection or financial interests in promoting 7k and precious metals.



3 INCLUDE RISK DISCLAIMERS

When discussing buying, owning, and selling precious metals, 7k Associates must always clearly outline the potential risks associated with buying gold and silver. They must make it evident that precious metals are subject to price fluctuations and are not risk-free. In other words, despite a great track record, people can still lose money, especially if they can't afford to buy and hold precious metals until the sale price is greater than their original purchase price, plus shipping, taxes, and any carrying costs.



4 TRANSPARENT EARNINGS DISCLOSURE

When talking about the 7k Share Plan (the opportunity to earn referral commissions), 7k Associates must clearly disclose that the median annual gross earnings for 7k Associates is about \$500 per year. They should also highlight that results vary, and success is not guaranteed, requiring hard work, time, and skill.



5 SET REALISTIC (AND LOW) EXPECTATIONS

Associates should avoid portraying the 7k Opportunity as “easy,” “guaranteed,” or a “system” that generates income effortlessly. Instead, the 7k business opportunity is a business that requires personal dedication and effort.



6 KEY TAKEAWAYS & FINAL THOUGHTS

7k Associates are required to comply with all legal requirements, including FTC and SEC guidelines, and they must avoid providing investment advice or making unsubstantiated claims about potential earnings.

7k Associates must be transparent, truthful, and avoid making any statements that could be interpreted as offering investment advice (by comparing precious metals to securities) or promoting the 7k opportunity as a “security” (i.e., a way to make money primarily from the efforts of others). 7k gives the average collector or coin enthusiast a way to make a little extra money when 7k sells its products to consumers they refer. Success depends on their own personal efforts to share 7k with others and to build, train, and lead a team of other, likeminded 7k Associates.