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:

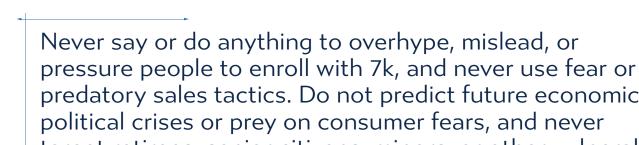


FOCUS ON 7K PRODUCTS AS "VALUABLE PHYSICAL ASSETS"

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."

When 7k Associates talk about the benefits of buying and

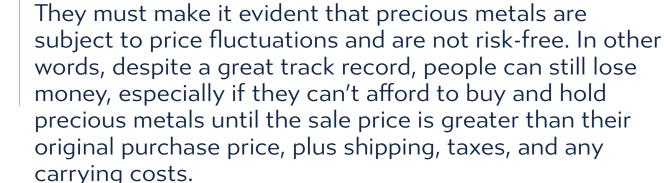




predatory sales tactics. Do not predict future economic or political crises or prey on consumer fears, and never target retirees, senior citizens, minors, or other vulnerable

groups. Always disclose that you have a connection or financial interests in promoting 7k and precious metals.





precious metals until the sale price is greater than their original purchase price, plus shipping, taxes, and any

potential risks associated with buying gold and silver.







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.

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