

MÖDERE®

INCOME OPPORTUNITY

GUIDANCE

HOW DO I TALK ABOUT THE BUSINESS OPPORTUNITY?

As you get started it's important to understand how to most effectively and appropriately promote the business opportunity. What exactly can you say?

You may hear people talk about their opportunity testimonial, but what does that mean?

Generally speaking an opportunity testimonial is any claim that conveys or implies a specific level or range of potential sales or income, lifestyle purchases that are related to income earned, or an announcement of compensation describing the earnings of any current or past Social Marketer. For a more comprehensive definition of what constitutes an opportunity testimonial (or earnings representation), you may also visit and review the official DSA website at dsa.org.

This guide will help you more clearly understand the requirements and provide you with clear direction and examples.

KEY PRINCIPLES TO REMEMBER WHEN PROMOTING THE BUSINESS OPPORTUNITY

Today's audiences can be skeptical about product claims, opportunity claims, the direct selling industry as a whole, and their ability to thrive in this business model.

Keep their perspective in mind when communicating with them.



EXPRESS AND IMPLIED EARNINGS CLAIMS

When talking about the opportunity, avoid income or earnings claims. Also remember that claims can be express or implied. This includes implied lifestyle or earnings claims through the use of images.

EXAMPLES OF EXPRESS EARNINGS STATEMENTS:

- I made £/€10,000 last month!
- Do you want to make an extra £/€1,000 a month?
- Showing an image of a check or commissions
- Guaranteeing any amount of income or guarantees related to following a specific system

EXAMPLES OF IMPLIED EARNINGS CLAIM STATEMENTS:

- Part-time work, full-time pay
- Quit your job
- Be set for life with residual income
- Make more money than you ever imagined
- Unlimited income potential
- Replace your income
- My business did over 1 million in sales!
- Verbal descriptions or images of extreme lifestyles: opulent homes, luxury or exotic automobiles, private jets and yachts, etc.

So proud to see these amazing leaders!
#PowerTeam They've overcome many challenges and obstacles recently, **and managed to generate over a million dollars in sales in their team! They achieved their first six figure income year since joining the industry!** 😊
Hard work and dedication pays off. 💰📈 The real key is to keep going no matter what!! 🙌👏 Here's to more growth in 2020!!! 🙌😊



FOLLOW MY SIMPLE THREE
STEP DUPLICATION MODEL
AND YOU'RE **GUARANTEED TO
MAKE £/€1,000** IN YOUR FIRST
MONTH

WOULD YOU LIKE TO KNOW
HOW I WAS ABLE TO MAKE
£/€10,000 JUST LAST MONTH,
ALL FROM MY CELL PHONE?

Hey guys! Are you tired of the daily job grind? Become your own boss and be able to finally quit your job!! 🙌

TOP 5 REASONS TO JOIN **#beyourownboss**

😊 Make your own schedule and work from anywhere!

😊 Each product credits simply for sharing amazing products!

😊 Earn an **extra £/€500 to unlimited income**, the choice is yours!

😊 Enjoy **company paid all-inclusive luxury vacations!**

Message me if you're interested in learning more about what I do and what our products can do for you and your health!

Financial Freedom is right around the corner! 🙌📈

#anyonecandoit #success #fireyourboss #imtheboss



INCOME DISCLOSURES

Most governmental agencies have varying laws about direct selling and network marketing and how participants can represent income benefits from such a business model. Any information you share about the compensation plan or business opportunity must be limited to the details about how it works and avoid any specific references to potential income amounts. All representations and messaging concerning the business opportunity must be truthful and non-misleading to avoid being deceptive.

WHAT IS A MISLEADING OR DECEPTIVE CLAIM?

Generally a claim is considered to be deceptive if information that would affect a reasonable consumer's judgment is misrepresented or omitted. The information that must be included is a clear explanation of the potential income opportunity that is explained in an income disclosure statement.

WHEN IS A DISCLOSURE & LINK TO THE INCOME DISCLOSURE DOCUMENT REQUIRED?

- Any time the business opportunity and the potential to earn income is being presented you should provide a link to the Income Disclosure Statement.

ADDITIONAL GUIDING PRINCIPLES OF THE FTC

- Even truthful testimonials from the very small minority who do earn career-level income or more will likely be misleading unless the statement also includes the amount earned or lost by most participants.
- A hypothetical earnings scenario—"if you recruit 30 people who each sell 1,000€ of product each month, you will earn 1,500€ a month"—may imply that the assumptions made (e.g., the number of people recruited, the amount sold by each recruit) are consistent with the actual experiences of typical participants. If this isn't the case, the earnings scenario is misleading to consumers.

As a best practice any references to specific earnings amounts, including implied statements referring to sales amounts (dollars or points) as well as lifestyle representations should not be used. As you share any information about the potential to earn income in your posts, videos, etc., you'll need to include the following disclaimer and link to the Modere Income Disclosure Statement:

For more information regarding actual earnings click here <https://modere.co/2VYvSJ1> for pounds and <https://modere.co/2Obohmd> for euros.

When creating any training materials regarding the compensation plan it is important to focus on how the plan works and not provide examples that include income amounts. As outline above, even hypothetical earnings scenarios can be misleading if they are not consistent with what they typical consumer might expect to achieve. Focusing on how you qualify to earn rather than what you would earn is the key. Even without the inclusion of specific dollar amounts, when representing the compensation plan it is important to provide clear context on the work and effort required. As such the following disclaimer should be used:

Generating meaningful compensation as a social marketer requires considerable time, effort, and commitment. This is not a get-rich-quick programme. There are no guarantees of financial success, and results will vary widely among participants. For more information regarding actual earnings please click here to review the Modere Income Disclosure Statement.

Use the following link after the text or in formats where available to generate a hyperlink for the text "Modere Income Disclosure Statement":
<https://modere.co/2VYvSJ1> for pounds and
<https://modere.co/2Obohmd> for euros.

EXAMPLES:

INCOME DISCLOSURE EXAMPLES & OPTIONS

SUPPORT

It is important to remember that regardless of where you're posting, these guidelines apply. Posts in our corporate groups are reviewed and approved, but we also utilize tools to proactively monitor other social media content. As we see items of concern our Social Marketer Education & Compliance team will reach out to provide guidance in updating and modifying as needed. If you ever have questions or see items that may need our support to improve, please email compliance@modere.eu

INAPPROPRIATE

I'M LOOKING FOR PEOPLE WHO
WANT TO MAKE AN
EXTRA £/€500-1,000 A MONTH
WORKING
FROM HOME!!!!

APPROPRIATE

I'M LOOKING FOR PEOPLE WHO
WANT TO MAKE
SUPPLEMENTAL INCOME
EACH MONTH WORKING
FROM HOME!!!!

For more information regarding actual earnings click here
<https://modere.co/2VYvSJ1> for
pounds and
<https://modere.co/2Obohmd> for
euros.

CLAIM EXAMPLES AND SIMPLE MODIFICATIONS TO FIX

INAPPROPRIATE

SO LOVE TO HEAR FROM PEOPLE WHO TELL
YOU THEY HAVE JUST HAD THEIR BEST
FINANCIAL MONTH AND THAT THEY CAN
FINALLY QUIT THEIR JOB! THIS IS WHY I LOVE
WHAT WE DO!
#MAKINGDREAMSCOMETRUE
#FINANCIALFREEDOM

APPROPRIATE

SO LOVE TO HEAR FROM PEOPLE WHO TELL
YOU THEY HAVE JUST HAD THEIR BEST
MONTH AND ARE SEEING SUCCESS IN THEIR
TEAM!
THIS IS WHY I LOVE WHAT WE DO!
#MAKINGITHAPPEN
#GOALS #MOTIVATION

CLAIM EXAMPLES AND SIMPLE MODIFICATIONS TO FIX

INAPPROPRIATE

WOW WHAT A MONTH - LAST MONTH I EARNED
A FOUR DIGIT INCOME WITH A FIVE ON THE
FRONT!!! MANY OF MY TEAM ALSO ACHIEVED
GREAT CHEQUES - MAKES ME LOVE WHAT WE
DO!
#MAKINGADIFFERENCE
#FINANCIALFREEDOM

APPROPRIATE

WOW - CONGRATULATIONS TEAM - WHAT A
MONTH! SEEING EVERYONE ACHIEVE LIKE
THIS IS THE REASON WHY I LOVE WHAT WE
DO!
#MAKINGITHAPPEN
#GOALS #MOTIVATION

INAPPROPRIATE

So proud to see these amazing leaders! #PowerTeam They've overcome many challenges and obstacles recently, and managed to generate over a million dollars in sales in their team! They achieved their first six figure income year since joining the industry! 😊

Hard work and dedication pays off. 💰📱 The real key is to keep going no matter what!! 🎯👉 Here's to more growth in 2020!!! 🚀😊



WOULD YOU LIKE TO KNOW HOW I WAS ABLE TO MAKE
£/€5,000 JUST LAST MONTH, ALL FROM
MY CELL PHONE?

APPROPRIATE

So proud to see these amazing leaders! #PowerTeam They've overcome many challenges and obstacles recently, but still managed to support their team in helping over 50 people promote products to help them reach their next rank advancement! 😊

Hard work and dedication pays off. The real key is to keep going no matter what!! 🎯👉 Here's to more growth in 2020!!! 🚀😊



WOULD YOU LIKE TO KNOW HOW I WAS ABLE TO MAKE
SUPPLEMENTAL INCOME

EACH MONTH, ALL FROM MY SMARTPHONE?

For more information about actual earnings click here

<https://modere.co/2VYvSJ1> for pounds and

<https://modere.co/2Obohmd> for euros.

INAPPROPRIATE

Are you like so many people who, after adding up all their monthly bills, realize you're left with little to no extra for eating out, internet, Netflix, **overwhelming credit card payments or crushing debt?** 😞

Sadly this is all too common, and you feel stuck in a **downward spiral**. I was just like you, but I found my way out and **never worry about money anymore**. I can show you how to add an additional **£/€500, £/€1,000, £/€4,000 or £/€10,000 + per month** all from your 📱 while setting your own schedule and working from home, or wherever you want! **If I can do it so can you! I can show you exactly how!** 💰📱🔒 Don't wait, contact me for more info! **Get in now before it's too late!** 🙌🔒



APPROPRIATE

Are you like so many people who, after adding up all their monthly bills, realize you're left with little to no extra for **basic amenities or other obligations and needs?** 😞

Sadly this is all too common, and you feel stuck. I know how that feels, and it can still be a struggle. But I found some relief through an amazing opportunity **that helped me earn supplemental income that has helped a lot**. It is something I am able to do from my 📱 and fit it into my life how and where it works best for me. I would love to share what I have learned. **Now is a great time to have a side gig! Contact me for more info!**

For more information about actual earnings click here
<https://modere.co/2VYvSJI> for pounds and
<https://modere.co/2Obohmd> for euros.



STILL HAVE QUESTIONS?

email compliance@modere.eu

**SOCIAL MARKETER EDUCATION &
COMPLIANCE**