



## REMINDER FOR ALL SPEAKERS AND TESTIMONIALS

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- **Do emphasize ACN as a customer acquisition company and talk about the great services that are available through ACN.**
  - Example: *"Through ACN you can market amazing services that people need and use every day, and get paid based on those sales. You can also build a team that acquires customers on the ACN services."*
  - Don't make exaggerated or false statements concerning ACN's products or make savings guarantees; including promotion in social media.
- **Do talk about building a team as a means to acquire more customers. Emphasize that sponsoring IBOs have an ongoing obligation to train and motivate the people that they recruit.**
  - Example: *"You can earn money at ACN without a team purely through your customer sales. And, if you build and train a team to also acquire customers, you can enhance your success in this business."*
  - Don't push recruiting as the way to succeed at ACN. Customer acquisition is required to succeed at ACN.
- **Do talk generally about what is possible as an ACN IBO, emphasizing that success as an IBO takes hard work, continued effort, leadership skills, perseverance, and time.**
  - Example: *"It takes hard work, continued effort, leadership skills, perseverance, and patience, but the more customers that you and your team acquire and keep with ACN, the more you can earn."*
  - Don't characterize ACN as a "get rich quick" scheme. Don't reference how much you or others have earned and don't make promises, guarantees, or assurances that IBOs will make money. Also, do not make claims that success in the business/opportunity or that customer acquisition is easy or simple. However, you may refer to the ACN system as simple.
- **Do explain that the ACN opportunity is not a traditional job and IBOs are in business for themselves. IBOs have the freedom to work when, where, and how they want, but, not everyone will succeed. It takes tremendous effort, and not everyone has what it takes to succeed. But, no one needs to do it alone. IBOs must be willing to learn, use the training materials provided and help each other.**
  - Example: *"As an IBO you can work when, where, and how you want. You can succeed on your own terms. But not everyone makes it. You have to put in the individual time and effort to grow your business. You have to be willing to learn, receive help, and help others. My team and I have achieved success because we keep working hard together and continue devoting a lot of time to growing our businesses."*
- **Do talk about your personal experiences and tell your true story. You worked hard to get where you are. Focus on the process of getting there and the way that it has improved your life**
  - Example: *"I joined ACN five years ago and by working hard, I am now able to supplement my income."*
- **Don't focus on the material benefits of your success and don't misrepresent or exaggerate your story.**
- **Do remind those providing testimonials that it must be truthful and accurate, and that income/earnings representations may not be made. A testimonial should follow the same guidelines provided to you.**
- **Do not discuss generational wealth, retirement or refer to the ACN business/opportunity as an investment.**