

Cheat Sheet for 7k Associates

Do's	Don'ts
<p>1. Become familiar with the terms of the 7k Agreement, the Policies & Procedures, and the 7k Share Plan;</p>	<p>A. Never hold yourself out as an employee or officer of 7k;</p>
<p>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;</p>	<p>B. Don't act like a financial advisor or precious metal dealer;</p>
<p>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;</p>	<p>C. Don't accidentally give investment advice by comparing gold & silver to securities like stocks or traditional IRAs;</p>
<p>4. Refer customers to your official 7k Replicated Website;</p>	<p>D. Don't predict future prices for silver/gold or any coin;</p>
<p>5. Be courteous, respectful, professional, and strive to maintain a positive reputation and culture;</p>	<p>E. Don't speculate on potential income from the 7k Share Plan;</p>
<p>6. Maintain account information current in the 7k Back Office;</p>	<p>F. Don't use high-pressure sales/recruiting tactics;</p>
<p>7. Get 7k Compliance review of marketing materials you create BEFORE publishing them;</p>	<p>G. Don't share posts or pictures that depict lavish lifestyles, fancy cars or trips, show commission checks or Back Office earnings;</p>
<p>8. Use current and authorized 7k Associate logos and marketing materials provided in the Back Office for 7k Associates</p>	<p>H. Don't use words like "financial freedom," "residual income," or suggest earning "full-time" or "replacement" income;</p>
<p>9. Participate in 7k-sponsored training and events, watch 7k Training Center videos, and help train, motivate, and support your 7k Marketing Organization;</p>	<p>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;</p>
<p>10. Always give prospects a copy of link to the current 7k Income Disclosure, available at www.7kmetals.com;</p>	<p>J. Never solicit or enroll minors, and don't target senior citizens, retirees, or other vulnerable populations on fixed or limited incomes;</p>
<p>11. When talking about 7k products, let people know that:</p> <ul style="list-style-type: none"> • 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); 	<p>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;</p>
<p>12. When talking about the income opportunity with 7k, let them know that:</p> <ul style="list-style-type: none"> • 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. 	<p>L. Never enroll any person without their knowledge and active participation - it's legally important that they "click" agree;</p>
	<p>M. Never create, access, or manage a 7k Account belonging to another person;</p>
	<p>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;</p>
	<p>O. Don't engage in Crossline-Recruiting by soliciting members of another 7k Marketing Organization for any purpose, or to change teams;</p>
	<p>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);</p>
	<p>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;</p>
	<p>R. Don't disparage or speak negatively about 7k or other 7k Associates; or</p>
	<p>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;</p>
	<p>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;</p>
	<p>U. Never use 7k's corporate logo or trademarks and copyrighted materials without the prior written consent from 7k; or</p>
	<p>V. Never disclose, misuse, or misappropriate 7k's proprietary or confidential information.</p>

