

## Dos & Don't's for Posting

### ➤ DO NOT POST

- ◆ Anything about earnings or profits that you or someone else has made or can make or want to make
  - **EXAMPLES:**
    - “You are able to make thousands of dollars from anywhere in the world!”
    - Images of check deposits
    - “\_\_ made me a millionaire”
    - My goal is to make “1 million this year.”
    - “I’m going to show you how to make a lot of money.”
    - “I’m going to buy leads, set 30-40 appointments, and make 10k a week.”
    - Lists of producers and amounts they’ve earned.
    - Interviews where producers say what they’ve earned.
- ◆ Any specific amount of “issue paid” you or someone else has received or can make or want to make
  - **EXAMPLES:**
    - Photo or name of agent followed by issue paid or sales number.
    - Lists of producers and amounts they’ve issued.
    - Noting how you or someone else is performing:
      - “And he’s already halfway to \$30K this month, in two weeks.”
      - “I know we have people doing 100 grand a month.”
    - Asking an agent how much an agent did in sales/issued paid:
      - “I think your biggest year was \$693,000, is that right?”
      - “You issued, \$30,000, last month?”
- ◆ Incomplete statements about how the commission structure works and/or how \_\_ has the “highest comp”
  - **EXAMPLES**
    - “Starting commission 90-145%”
    - “Comp up to 145%.”
    - “High profitability/145% Commission”
    - “HIGHEST COMPENSATION: Highest compensation in the industry. Starting 95%, and ability to earn up to 145%. PLUS Bonuses on top of that.”
  - **NOTE** these are misleading because commission % applies to particular products, there is no guarantee a person would be selling those specific products, or that they would be successful; bonuses are not typical for everyone.
- ◆ Anything about bonuses paid out

- **EXAMPLES**
  - “\_\_ paid out \$3.5 million in bonuses last month.”
- **NOTE** this might be considered deceptive because it does not disclose how many people received bonuses and how many people did not.
- ◆ Any image of or reference to \_\_’s promotional guidelines.
- ◆ Anything that suggests that working with \_\_ will change your financial situation.
  - **EXAMPLES:**
    - #financialfreedom
    - “change your situation”
    - “I went from -\$10,000 to when I got started to debt free & \_\_ made me a millionaire.”
    - “90% of Agents came from other industries with no prior experience and have seen Massive success with \_\_ following the steps of Top Producers.”
    - Suggestions you can build “generational wealth”
- ◆ Anything that suggests that you can make more at \_\_ rather than at another IMO or at another job
  - **EXAMPLES:**
    - “In ONE DAY he made what some make in an entire year.”
    - “I joined \_\_ after working for another IMO and the commissions are “night and day.”
- ◆ Any suggestion that “anyone can do this”
  - **EXAMPLES**
    - “You can be next!”
    - #anyonecandothis
    - “Anyone can do this if they put in the work.”
- ◆ Any suggestion that you will succeed
  - **EXAMPLES**
    - #winwith\_\_
    - #OpportunityUnlimited
- ◆ Any suggestion that agents can be profitable with continued investment into leads.
  - **EXAMPLES**
    - “If you just keep doing it, it’s going to pay off.”
    - “Continuing to invest is key.”
    - “It’s a numbers game.”
    - “For 100 leads, I know for me personally, I can take that investment and book 15 appointments and I let the numbers do the job.”

- “You know the numbers always work out.”
- “Buying leads is printing money.”
- ◆ Any suggestion that an independent agent is an employee
  - **EXAMPLES**
    - #jobs
    - #joinus!
    - “Looking to hire...”
    - “We are hiring!”
- ◆ Ineffective disclaimers
  - **EXAMPLES**
    - “Disclaimer: this is not a promise.”
    - Disclaimer in case my attorney’s watching or something.”
    - “And, as a disclaimer, do not listen to me.”

➤ **OK TO POST**

◆ General descriptions of the opportunity

○ **EXAMPLES**

- #insuranceagent
- #insurancebroker
- #insurancetips
- #salesmentor
- #telesales
- #workyourownschedule
- #protectfamilies

◆ Praising agents for non-monetary successes

◆ Training videos without making any claims about earnings/issue paid/how you can make money; and without comparison to other opportunities.

○ **EXAMPLES**

- Information about products
- Information about how to replace policies
- Information on how to on-board and how to contract
- Information about how to build a business
- Ideas for good work habits without suggesting that results are guaranteed or likely.

◆ Stories about connecting with people/families and serving people/families