

Marketing Approval Checklist

Please review your Marketing material before requesting an approval from ACN.

All boxes should be ticked and the checklist signed and dated at the bottom.

- I avoided using any graphics, logos, pictures or descriptions of ACN products, services (including any energy services) and compensation plan information that are contained in any of ACN sales material or literature that is available for sale or distribution from ACN.
- I avoided implying that this is an opportunity mainly from recruiting others into the business and clearly indicated that the business opportunity is a result of selling ACN products and services to end consumers.
- I avoided promoting or requiring the purchase by any applicant of any materials. The purchase of marketing materials is not necessary to be an ACN IBO.
- I am aware that I need to comply with all applicable laws and regulations – including but not limited to fair-trading and consumer protection laws, anti-spam and privacy legislation and general advertising guidelines and am solely responsible for adhering to them.
- I do not offer any payment of referral fees in any form (including rebates, bonuses or otherwise) for the recruitment of IBOs, the entry of IBOs into the ACN compensation plan at a specific level, or for the sale of any other tools.
- I am aware that IBO websites and other tools, shall be strictly for the purpose of promoting the ACN opportunity, building the ACN business or IBO training.
- I am not selling any materials for profit and am not charging a fee for any sales methodology, system or service.
- I do not use any testimonials or photographs without signed releases from the customers and or IBOs.
- I did use the disclaimer stating "Success as an ACN IBO is not guaranteed, but directly influenced by an individual's specific efforts. No one can be guaranteed success as an ACN IBO".
- I did use the phrase "ACN Independent Business Owner (or IBO)" to identify myself. The words appear in the same font size as the surrounding text and the word "ACN" must be in plain block letters (not the trademarked symbol of ACN).
- I do not use any "cold marketing" techniques for purposes of customer acquisition at any time.
- I do not make any claims or guarantees related to earnings/income, whether expressed or implied. This prohibition extends to both written and verbal communications.
- I do clearly identify myself as an "ACN Independent Business Owner (or IBO)" and not represent ACN as an employment opportunity.
- I do not use any lead generation programs for purposes of customer acquisition.
- I do not co-market any other business, product, service, investment, seminar or program in conjunction with the ACN opportunity.
- I do not use any price comparisons between ACN and other providers.
- I have checked the material for spelling and grammatical errors.

Name: _____ Business ID: _____

Signature: _____ Date: _____