COMPLIANCE COMPANION: *Income Claims*

High-Risk Words & Phrases

- get rich
- wealthy
- residual income
- passive income
- recurring income
- salary
- fast cash
- sell itself
- afford anything
- double your income
- retire early
- fast money
- easy money
- significant income
- virtual income
- weekly bonus
- leverage income
- sell itself
- extra cash
- major cash
- guaranteed income
- unlimited income
- millions
- path to wealth
- easy income
- time freedom
- financially free
- career-level income
- financial security
- quick replace income
- lifestyle changing income
- thousands per month
- full-time income
- substitute income
- instant result
- debt free
- quit your job
- income that you deserve
- guaranteed success
- guaranteed unlimited income

Income Claims Education

The **Financial Conduct Authority (FCA)** defines earnings claims as any claim, express or implied, that conveys any of the following:

- A level or range of actual or potential earnings that may be earned by Representatives
- A level or range of income or profits or representations that suggest that the ability to make lifestyle purchases such as homes, vehicles, holidays, etc that are related to income earned from direct selling;
- Any statement, representation, or hypothetical scenario from which an actual or prospective Representative could reasonably infer that he/she will earn a certain level or range of income;
- Any chart, table, or mathematical calculation demonstrating possible income, actual or potential sales, based upon a combination of variables;
- Marketing materials or advertising describing or promising potential income amounts or demonstrating extraordinary or lavish lifestyles of Representatives enabled by their participation in direct selling; or
- That Representatives may earn or have earned company-sponsored incentives, vehicles, vacations, or other rewards.

Approved Income Claim Phrases

When making income claims it is essential to ensure that the claims are clear, fair, and not misleading, in accordance with FCA guidelines. The high risk words are here to guide you to act cautiously if using the terms and ensure you explain the context and provide evidence of claims. Here are some approved financial claim phrases that would be acceptable by the FCA:

- Our third party providers and products are designed to help you achieve your long-term financial goals.
- We offer a range of financial solutions tailored to your needs.
- Our Representatives provide education to help you make informed decisions.
- Education can provide you with the tools and knowledge to build a secure financial future.
- Our financial services are aimed at helping you manage your wealth effectively.

When discussing incentives or bonuses you must be clear on how it was achieved. For example winning a trip doesn't mean the trip was free, you earned the trip through activity and meeting key requirements, you must explain this so you do not mislead people..

COMPLIANCE COMPANION: *Product Claims*

High-Risk Words & Phrases

- Guarantee - This implies certainty and can be misleading if the guarantee cannot be absolutely assured.
- Risk-free - No insurance product is entirely without risk, and this phrase can create false expectations.
- Unlimited - This can be misleading if there are any caps or limits on the coverage.
- Full coverage - Unless the policy truly covers every possible scenario, this phrase can be misleading.
- No exclusions - Most insurance policies have some exclusions, and this phrase can be inaccurate.
- Get rich - This is inappropriate for insurance products, which are meant for protection rather than wealth generation.
- No questions asked - This can imply that there are no conditions or underwriting requirements, which is rarely the case.
- 100% secure - This can be misleading as no financial product can be entirely free from risk.
- Best - Superlative claims like this can be subjective and difficult to substantiate.
- Lowest price - This can be misleading if not all factors are considered, such as coverage limits and exclusions.
- Get a free apple watch - the watch is not free, there are terms and conditions that apply
- Covers every illness or eventuality - depends on policy
- 100% payout guaranteed - No insurance product is without risk, for example non disclosure
- Perfect protection - could suggest advise was given
- Better than the rest - Representatives do not work in the whole of market so cannot compare providers

Product Claims Education

The scope and significance of product claims obviously depends on the company you are referring to:

- As a baseline, any claim that has not been expressly approved by FCA suggesting that a product can guarantee, fix, prevent an illness or health condition is strictly prohibited.
- Be clear and provide examples.
- Representatives must never create posts or videos using another companies logo.
- Claims relating to promises, 100% guarantee, no risk etc should be avoided at all times.

Approved Product Claim Phrases

When making product claims, it is crucial to ensure that the claims are clear, fair, and not misleading, to be in accordance with FCA guidelines. The high risk words and phrases are highlighted to show you that you need to be cautious when using these words and ensure context and clear information is provided. Here are some approved financial claim phrases that would be acceptable by the FCA:

- Plan for the future with reliable life insurance products, ensuring your family's financial stability.
- We can support you to find life insurance plans that offer flexible terms and benefits to suit your lifestyle and financial goals.
- Protect your loved ones with trusted life insurance solutions, providing coverage when it matters most.
- Life insurance policies are designed to provide financial support and peace of mind in times of need.
- Choose a life insurance plan that fits your budget and provides the necessary coverage for your family's future.

With providers you must not use their logos in any posts or videos that you create without their express permission and approval from compliance. You may of course share and repost provider promotions/marketing material.

COMPLIANCE COMPANION: *Lifestyle Claims*

High-Risk Words & Phrases

- wealthy
- get rich
- residual income
- passive income
- recurring income
- stay at home
- sell itself
- afford anything
- afford everything
- retire early
- pay bills
- financial freedom
- fast money
- secondary income
- significant income
- virtual income
- weekly bonus
- leverage income
- earn back
- retire early
- recurring income
- lifestyle
- new car
- new house
- new apartment
- guaranteed income
- unlimited income
- lifestyle of your dreams
- recession-proof
- millions
- easy money
- easy income
- time freedom
- financially free
- career-level income
- quick replace income
- substantial income
- lifestyle changing income
- free car
- free holiday
- free trip
- yacht
- helicopter
- mansion
- luxury
- top income earner
- who wants to earn
- be set for life
- million-pound club
- thousands of pounds
- six-figure income
- be your own boss
- fire your boss
- the sky is the limit
- no ceiling on income
- dream car
- beach house
- create wealth
- unlimited
- pay debt
- stream of income
- debt free
- full-time income
- all expenses paid
- get paid what you're worth
- make more money than

Lifestyle Claims Education

The **Financial Conduct Authority (FCA)** defines lifestyle claims as any claim, express or implied, that conveys any of the following:

- A level or range of actual or potential earnings that may be earned by Representatives.
- A level or range of income or profits or representations that suggest that the ability to make lifestyle purchases such as homes, vehicles, holidays, etc that are related to income earned from direct selling;
- Any statement, representation, or hypothetical scenario from which an actual or prospective Representative could reasonably infer that he/she will earn a certain level or range of income;
- Any chart, table, or mathematical calculation demonstrating possible income, actual or potential sales, based upon a combination of variables;
- Marketing materials or advertising describing or promising potential income amounts or demonstrating extraordinary or lavish lifestyles of Representatives enabled by their participation in direct selling; or
- That Representatives may earn or have earned company-sponsored incentives, vehicles, vacations, or other rewards.

Approved Lifestyle Claim Phrases

When making lifestyle claims, it is crucial to ensure that the claims are clear, fair, and not misleading, to be in accordance with FCA guidelines. The high risk words and phrases are highlighted to show you that you need to be cautious when using these words and ensure context and clear information is provided. Here are some approved financial claim phrases that would be acceptable by the FCA:

Here are some approved lifestyle claim phrases that would be acceptable by the FCA:

- Achieve your financial goals with our tailored financial plans.
- Plan for a secure future with our comprehensive financial services.
- Enhance your financial well-being with expert education..
- Build a stable financial foundation with trusted solutions.
- Enjoy peace of mind with our reliable financial products.

These phrases focus on the benefits of financial planning and services without making exaggerated or misleading claims about potential earnings or lifestyle success. They also avoid high-risk words such as "get rich," "guaranteed income," or "financial freedom," which can be misleading and are not compliant with FCA regulations without the context or evidence to support the claim.