



Income Hot Words and What to Say Instead

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If you didn't catch last month's Compliance Corner, don't worry—you haven't missed your chance to stay informed. We took a deep dive into some of the must-know guidelines for sharing your income story. This document goes into the rules, from organizations like the FTC, helping you share the rewards and amazing experiences that come with the LifeVantage opportunity; all while sharing your enthusiasm for our products to help us stay compliant, and protect what you're building. Want to check out last month's Compliance Corner? Just [click here](#).

This month, we're continuing our exploration into the essential guidelines for sharing your income story, this time bringing you even more practical examples and insights to help you share your experiences compliantly and effectively.

As you share your story, we want to remind you of a few key points to ensure you're not only expressing your excitement but also sharing it in a compliant way.

Reminders:

- Avoid making claims that include high dollar amounts or connect lavish lifestyles or purchases.
- Avoid replacement income statements - While we love hearing amazing stories about the opportunity, the FTC is very strict about certain phrases, as everyone's experience varies.
 - Retirement, quitting a job, being debt-free, six-figure incomes
- Include the details of the **Income Disclaimer** when sharing the income opportunity within a post:
 - *"The average 12-month earnings of a typical US Consultant who earned in 2024 are \$683. These earnings represent gross income and do not account for expenses incurred in building a business. Click here to visit the LifeVantage Income Disclosure Statement <https://www.lifevantage.com/us-en/income-disclosure-statement>."*

Experiences with the Income Opportunity

We know that there are so many incredible stories that the Income Opportunity has made an impact in so many lives! In this section, we'll highlight the key areas people often talk about when promoting the opportunity that we'll want to avoid; along with alternative ways to share your journey.

Example 1: Make claims or imply that the LifeVantage opportunity has allowed you to replace your income or quit your job.

- **Avoid:** "After 10 years of working a 9-to-5 office job, I now enjoy working from home, whenever, and wherever I want while building my own business." Or "Thanks to the income I am now earning I was able to retire my spouse."
- **Compliant Alternative:** "One of my greatest achievements has been to look back over the years and all the hard work I've put into building my business. I now see how much my business has grown and has provided my family with financial wellness."

Example 2: Add hashtags to a post with non-compliant words or terms.

- **Avoid:** #FinancialFreedom, #TimeFreedom, #FireyourBoss, #sixfigureincome, #residualincome, #duplication, #PassiveIncome, #BeYourOwnBoss, #HealthAndWealth, etc.

- **Compliant Alternative:** I love that I can build my LifeVantage business from my laptop at home, but also have the flexibility to keep up with my family's busy schedule and not miss out on the important milestones and celebrations of life. #incomeopportunity, #flexibleschedule

Example 3: Make claims, imply, or post pictures, that include high dollar amounts or connect lavish lifestyles or purchases with the LifeVantage opportunity.

- **Avoid:** "What could an extra \$1000 a month do for you? Contact me for more information." Or "I finally reached my goal today and drove away from the dealership in my dream car without a car payment!"
- **Compliance Alternative:** "LifeVantage has helped me earn extra income each month. What could you do with a little extra money?" Or "The income I have earned from my LifeVantage business has made those grocery shopping trips a lot less stressful."

If you ever feel stuck or need assistance, please don't hesitate to reach out. We're here to help you navigate your story! Remember, there's always a way to share your experience, even if you think it might trigger one of the key phrases above. Let us help you find a way to convey your message without using these terms, please reach out to your Compliance team at compliance@lifevantage.com if you have any questions!