

1. Talking About Your Customers

SAY THIS	AVOID THIS
<i>"I earn this by building a base of Customers who love the products."</i>	Implying Customers "have to" be on Subscribe & Save to count.
<i>"You can be a Customer only, there's no pressure to do anything more."</i>	Treating a Customer conversation as just a step toward recruiting them.
<i>"Subscribe & Save is optional. Order however works for you! With Subscribe & Save, your order will ship at the same time every month and you'll save 10% —making it a simple, convenient way to ensure your favourite wellness essentials are always on-hand."</i>	Suggesting Customer volume alone "isn't enough" to get paid or ranked, it is.

2. Helping Others Build (Duplication)

SAY THIS	AVOID THIS
<i>"If you ever want to build something like this yourself, I'm happy to show you what's worked for me."</i>	The word "recruit," or "sign people up," to describe this program.
<i>"This bonus also recognizes the Customer volume my team is generating, not how many people I've brought in."</i>	"You need 3 Brand Partners to earn this", there is no fixed headcount.
<i>"There's no set number of Brand Partners you need on your team. Having several is a good goal and is best practice for future growth and stability, but there is not requirement to have 3. The key is helping your Brand Partners also build their base of Customers."</i>	Any pressure on someone to become a Brand Partner instead of staying a Customer.

3. Earnings and Income Language

SAY THIS	AVOID THIS
<i>"Everyone's results will be different."</i>	Stating a specific dollar amount as usual, guaranteed, or "close to 100% payout."
<i>"You can see the real numbers in the Income Disclosure Statement."</i>	"Easy \$270" or "everyone hits this in month one."
<i>"This is one bonus among several ways the plan rewards Customer sales."</i>	Any income claim that is above what the typical Brand Partner might achieve.

Ask Before You Say It

1. Am I sharing information consistent with the requirements?
2. Am I talking about Customers and volume, or about headcount and a need to enroll 3 Brand Partners?
3. Would this sentence still be true without a specific dollar amount in it?
4. Am I appropriately using a disclaimer and linking to the Amare Income Disclosure Statement?

Income is not guaranteed. Earning income as an Amare Brand Partner requires dedication, time, and effort, and results vary significantly by individual. We expect the typical participant to earn annually between \$0 and \$500 CAD in commissions and bonuses, excluding retail profit. Individual results will vary, and this statement should not be interpreted as a guarantee or promise of earnings.