



Sales Copy

STANDARDS

A cheatsheet to make sure that your sales page
is legally compliant

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IT'S DIFFICULT ENOUGH TO WRITE SALES COPY THAT CONVERTS...

Let alone sales copy that doesn't break the law. Most people don't realize but there are laws and government agencies, like the FTC, that dictate what we legally can and cannot say on our sales pages.

Hi, I'm
NATALIE

I'm an online business attorney and legal resource for entrepreneurs. This checklist is going to walk you through your sales page copy to ensure that you're not saying or posting anything that could potentially break the law or subject you to fines and penalties.



HOW TO USE THIS CHECKLIST

USE THIS CHECKLIST WHILE WALKING THROUGH YOUR SALES PAGE...

Have this checklist be side-by-side with your sales page. Make sure you go through each of the 10 things to look out for and double check your sales page to make sure that you don't have any infringing language.

Be sure to correct any language or claims that you see on your sales page.

The bottom line is to make sure that any claims you are making can be substantiated, meaning you can actually prove them (whether they are claims that you are making or a client). According to the FTC, you actually have to prove all claims through bank statements and sales data (yup! you actually have to ask your client for that data).



ARE YOU USING TESTIMONIALS?

If you use testimonials on your sales page, you need to have four things in place: (1) Consent in writing, (2) Verification of what they are claiming is true, (3) it needs to be a typical result, (4) have a disclosure included near the testimonial



ARE YOU MAKING ANY CLAIMS?

All claims (expressed/implied earnings or performance claims) must be substantiated, meaning you have to be able to actually prove it. Be careful about stating how much you've made! Make sure that you use language which is clear, be sure to disclose if income claim is post taxes and expenses, etc.



DO YOU IMPLY THAT ACHIEVING RESULTS ARE "EASY"?

If you are implying that your program, course or method makes achieving a specific result "easy", then chances are you are creating a misrepresentation. Avoid using phrases like "Easily make \$X/month" or "Get dream clients with ease".



DO YOU USE SCARCITY LANGUAGE?

If you're using language like "Act now" or "Bonuses will end soon", then you're creating scarcity. You can use scarcity language on your sales page, but it has to be real. You cannot state that there is a bonus which will go away, but then you extend it one more day, for example.



ARE YOU USING CASE STUDIES OR HYPOTHETICALS?

If you are going to use hypotheticals, case studies or charts to show results, then you need to let your clients know that these are not guarantees but rather general information to help aid in understanding.



WHAT IS THE NET IMPRESSION?

The FTC uses a phrase called “Net Impression”. This is used to determine what a reasonable person would infer or take away from the copy. If it’s inferred that there are promises, guarantees or unreasonable expectations, then you need to change your copy.



DO YOU GIVE A “VALUE” AMOUNT ATTACHED TO THE OFFER?

If you are adding a value to the offer (for example, this course is normally \$497, but get it today for \$97) then you need to be able to prove that amount (what is your hourly rate, did you sell this before at the higher rate)



DO YOU HAVE A REFUND OR NO-REFUND POLICY?

If you offer a refund or no-refund policy, this needs to be clearly disclosed. In a similar way, if you offer a “Guarantee” where you will return the cost of the program or course, clearly detail the policy on your sales page.



CHECK THE SALES PAGE FOR MISREPRESENTATIONS

Make sure that you don’t have any language on the sales page which might be considered to be a misrepresentation about your, your story or your offer. Look for how you are describing the program. If you talk about how much money a client will make after taking your course, then do so with caution.



DO YOU UNINTENTIONALLY USE LIFESTYLE CLAIMS?

If you’re showing images of yourself on an amazing vacation, wearing luxury clothing or holding expensive handbags, but that’s not truly your lifestyle, then you could be unintentionally making lifestyle claims. Remember, what is the net impression of a potential client?

**IF YOU WANT MORE DETAILED INFORMATION TO MAKE
SURE YOU ARE COMPLYING WITH ALL THE FTC RULES
AND REGULATIONS...**

THE ULTIMATE FTC BUNDLE



**ALL TOGETHER THESE GUIDES ARE \$71, BUT GRAB IT ALL
THREE TODAY FOR \$27**

GRAB THE BUNDLE HERE