

## SET REALISTIC EXPECTATIONS

- Be clear that earnings vary and depend on consistent effort and customer sales—there are no guaranteed or typical results.
- Talk about the real work you put in, not “easy” or “fast” success.
- When you mention the business, always include your Independent Affiliate disclosure + Income Disclaimer.
- If you talk about products and the opportunity in the same post, add both disclaimers.

## SHARE YOUR JOURNEY OVER TIME & EFFORT

- Use simple, feel-based language to describe your product experience (steady energy, feel more balanced, calmer, more focused).
- Show habits behind your results by sharing how wellness routines like nutrition, restorative sleep, and movement support your experience — and include the Product Disclaimer when you mention benefits.
- Talk about your business journey realistically by highlighting consistency: showing up, helping customers, supporting your team, and focusing on selling to end consumers.
- Keep income conversations responsible by explaining that earnings come from product sales and consistent effort — avoiding any suggestion of guaranteed or typical results.

## DISCLOSE CLEARLY (AND MAKE IT VISIBLE)

- Always say you’re an Independent Affiliate — put it near the top.
- Use the Product Disclaimer for any product benefit and the Income Disclaimer for opportunity/earnings references.
- Keep disclaimers close to the claim so they’re easy to see.
- For Stories/Reels, put the disclosure on the first screen.

## USE APPROVED LANGUAGE

- Use approved, evidence-accurate language pulled directly from official flyers and product pages to keep messaging consistent and compliant.
- Mirror structure/function wording such as “supports,” “helps,” or “designed to…” when describing benefits.
- Rely on official MAKE materials — including website copy and the MAKE Wellness Compensation Plan — to ensure your product and opportunity phrasing stays aligned with company standards.
- Avoid adding extra claims by using only approved phrases like “formulated based on science,” and apply the same mindset to income — share that earnings depend on product sales and individual effort, with the Income Disclaimer nearby.

## HIGHLIGHT EXPERIENCES — NOT NUMBERS

- Talk about your personal experience, not measurements (no pounds, inches, percentages, timelines).
- If you mention earnings, add context: talk about effort, hard work, consistency, and consumer sales — and include the Income Disclaimer.
- Avoid anything that looks like “guaranteed results,” whether related to the products or income.
- Spotlight the community and support you receive from the Company and your fellow affiliates — relationships and teamwork, not numbers, tell the story best.

[SEE FULL VERSION HERE](#)

## LEAD WITH LIFESTYLE — PRODUCTS SUPPORT, NOT REPLACE

- Show your real routine first — highlight your everyday habits, and position products as an add-on rather than the main driver.
- Use structure/function wording (like “supports” or “helps”) and include the Product Disclaimer when describing product benefits.
- If you hint at income, add context about effort, customer sales, and consistency — and include the Income Disclaimer.
- Be real about both wellness progress and business efforts, keeping your story authentic and grounded in what you actually do.

## STAY IN THE SUPPLEMENT LANE — NO DRUG COMPARISONS

- Use simple wellness terms like “supports” or “helps.”
- Don’t compare products to medicines or drugs — supplements are not treatments.
- Don’t suggest that products can replace, reduce, or be used instead of prescribed medication — they are meant to support wellness routines, not act as medical substitutes.
- Direct medical questions to a healthcare provider.
- Keep product stories and personal experiences separate from anything medical.

## USE EVIDENCE-ACCURATE LANGUAGE

- Use approved phrases like “backed by science,” “formulated to...,” “designed to...,” or “created for...” to keep wording aligned with official materials.
- Avoid clinical sounding claims — stay away from terms like “clinically proven” or “proven to,” since we do not run clinical trials.
- Stick to structure/function wording (“supports,” “helps,” “shown to”) rather than suggesting medical or guaranteed outcomes.
- Keep messaging honest and accurate, adding the required disclaimers whenever you mention product benefits or wellness experiences.

## POST REALISTICALLY

- Use real photos — no filters, heavy edits, reshaping, or old photos that make you look significantly different.
- Add the Product Disclaimer if your photo implies benefits.
- Show everyday life that feels relatable to the average person — whether it’s your wellness journey or business opportunity.
- Avoid luxury or lifestyle images (cars, trips, designer goods) that imply income. If you make any earnings reference, you must have written substantiation and put a clear, prominent Income Disclaimer right next to the claim—buried context or captions usually won’t cure a misleading impression.

## HASHTAGS COUNT AS CLAIMS

- Use safe tags: #WellnessJourney #HealthyHabits #EnergySupport #BuildWithPurpose.
- If a hashtag hints at income, add context + the Income Disclaimer.
- Avoid medical or guaranteed-results hashtags.
- Remember hashtags count as claims too.

[SEE FULL VERSION HERE](#)