

PRODUCT TESTIMONIAL GUIDE

Your **testimonial** is a powerful tool for you personally as well as an asset for your leadership effort. There are guidelines that will reinforce the ability to make your testimonial the best for a legal health claim point of view as well as the delivery of the facts that make it credible.

Testimonials should never be more than 90 seconds. The only way most presenters accomplish this is to write out and actually time the reading of the testimonial. There is no need to memorize or precisely reiterate the testimonial word for word. **THE TIME LIMIT IS CRITICAL** because people tune out after a short period of time, and they remember shorter bits of information. If you want to be recognized and remembered... keep it short.

Testimonials should **NEVER** mention a disease state but you **CAN** discuss your health condition in general terms and be just as effective: The following examples are samples of “how to say” a health challenge without saying a disease state:

DISEASE STATE	BETTER SAID
Diabetes	Problem with blood sugar regulation
Heart Attack	Cardiovascular issues
Arthritis	Joint discomfort
Obesity	Problems with my weight
Psoriasis/Eczema	Severe skin problems
Cancer	Immune Disorder
Fibromyalgia	Chronic Health Condition
Chronic Fatigue	Very low energy
Insomnia	Never slept well; Sleep problems
Crohns Disease	Severe digestive problems
Cholesterol	Negative blood test results

- **Never** mention a medication by name. If you indicate that a product replaced a specific drug, this too can be a problem with the FDA.
- How **NOT** to say it, “I was on Lipitor and Inderal for years and once I got on the Life By SEACRET products my blood pressure AND cholesterol problem improved in less than 30 days”
- How **TO** say it, “I had negative blood tests and a cardiovascular issue but after taking Life By SEACRET products things improved significantly.
- Please understand that as soon as a health supplement is replacing a drug OR curing a disease the FDA refers to the representation of a **DRUG CLAIM**, which is strictly prohibited.

When in doubt check with your Upline Leaders, and they will guide you accordingly. Remember, product or business testimonials are to be short and impactful. If they are not short, there is little impact.