



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

Diabetes	Chronic Fatigue
Heart Attack	Insomnia
Arthritis	Crohn's Disease
Obesity	Cholesterol
Psoriasis/Eczema	
Cancer	
Fibromyalgia	

BETTER SAID

Problem with blood sugar regulation	Chronic Health Condition
Cardiovascular issues	Very low energy
Joint discomfort	Never slept well; Sleep problems
Problems with my weight	Severe digestive problems
Severe skin problems	Negative blood test results
Immune Disorder	

- **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.