

Legal Marketers and Bloggers: The FTC's New Regulations for Endorsements and Testimonials are Effective December 1, 2009 – FTC Toolkit Keeps You Informed

November 10th, 2009 by Kara

On December 1, 2009 the FTC (Federal Trade Commission) will implement the new guidelines on endorsements and testimonials. On that day, the world of marketing will change. Even 100% **TRUTHFUL** testimonials and endorsements could result in a Federal case against you for **DECEPTIVE** advertising.

For example, I review social media and marketing books whose content I feel will be of value to my clients, so the section on disclosures immediately caught my interest. Periodically, I'm provided with a complimentary copy and I always include that the book was "a freebee". However, in order to ensure the article's content is compliant, per the FTC Toolkit I'll need to retrofit the following disclosure statements within my text

No Connection to Seller:

- Endorser has no connection to the seller of the product and the opinions expressed are solely those of the Endorser.
- Endorser received no compensation of any kind in exchange for the endorsement given.

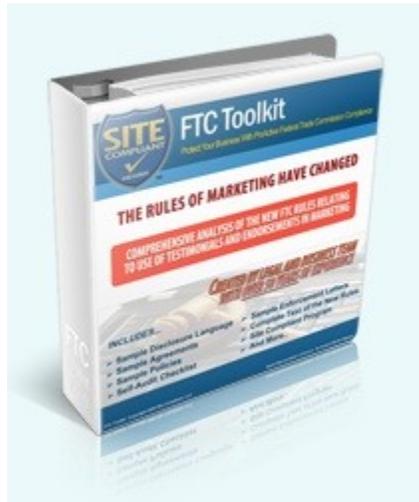
**Are you clear about what makes the difference?
Have you made the necessary changes to your offers?**

Don't worry, if you aren't sure or aren't sure what changes to make, it's not necessarily your fault. Most people have no idea where to start or how to implement the new guidelines on endorsements and testimonials from the Federal Trade Commission that are effective as of December First.

Included in the toolkit:

- Sample Disclosure Language
- Sample Agreements
- Sample Policies
- Self-Audit Checklist
- Sample Enforcement Letter
- Complete Text of the New Rules
- Site Compliant Program
- *And More*

I feel staying on top of these regulations is so important to the service I provide my clients, I not only purchased The Toolkit, I became an affiliate.



The Toolkit will enable you to...

1. Escape the FEAR of not knowing what to do.
2. Provide steps to proactively bring your offer materials into compliance with the new rules to avoid the potentially HUGE Fines.
3. Save THOUSANDS of dollars in legal fees.
4. Remain current as the interpretations of these Guidelines change over time.

The FTC Toolkit was created by a team of lawyers and business communications professionals with over 75 years of combined experience in compliance defense, business transactions, intellectual property law, contract law, litigation, business management, online and conventional marketing.

[Purchase The FTC Toolkit](#)

Other articles you may be interested in:

[Big Day, Big Week by Kevin Houchin, Esq.](#)

[Legal Marketers, Be Aware of the New FTC Rules regulating endorsements and testimonials, Effective December 1st](#)

[New Rules: Endorsements & Testimonials in Marketing](#)

[FTC's Proposed Plan Would Hold Bloggers Liable for False Brand Marketing Discourse](#)

[Copyright And Libel In the Twitterverse – A Question for Copyright Legal Pros](#)

AP's Quest to Outlaw Search Engine Links – What Will This Mean For Legal Marketers?

New F.T.C. Rules Has Bloggers and Twitterers Mulling

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want