

FREE one hour webinar on the FTC's new Endorsement & Testimonial Regulations: Monday, Nov. 9th, 8:00 pm EST

November 9th, 2009 by Kara

On Monday, November 9th from 8-9 pm EST Joel Comm and [Kevin Houchin, Esq.](#) for a special FREE one-hour webinar designed to help you answer questions about the massive changes you need to make to your online business.

On December 1, 2009 the FTC (Federal Trade Commission) will implement the new guidelines on endorsements and testimonials.

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.

Literally, wording that was considered standard practice in product and service marketing may now cost you tens of thousands of dollars in fines from the FTC.

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

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 1, 2009.

I feel staying on top of these regulations is so important to the service I provide my clients, that I became an affiliate for the product solution that Joel and Kevin will be discussing.

The purpose of the webinar is to help you...

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.

[Sign up for the Webinar now By Clicking Here](#)

To your success,
Kara

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 wanted.

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 Twittersverse – 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](#)