



COMPLIANCE SOCIAL OPPORTUNITY & LIFESTYLE CLAIMS

When promoting LifeWave's income opportunity on social media, it's essential to avoid misleading or exaggerated claims. Income representations must be realistic, truthful, and accompanied by appropriate disclaimers. Never imply guaranteed success or fast money. The following section includes clear guidance on what to avoid and what to aim for, along with real-world examples of social media captions that follow (or break) the rules.

When sharing your health and wellness journey, it is important to be clear, honest, and compliant – especially when discussing income or lifestyle benefits. Refer to the chart below for key dos and don'ts to guide your social media messaging.

COMPLIANCE BEST PRACTICES

- A Little extra income
- Supplement your income
- Side hustle
- Flexible hours
- Work from home
- Build your own business
- Earn while you learn
- Entrepreneurial path
- Personal growth
- Leadership development
- Home-based business
- Business opportunity
- Team-building potential
- Potential to earn
- Income opportunity
- Start at your own pace

WHAT TO AVOID

- Make six figures
- Quit your job
- Financial freedom
- Get rich quick
- Unlimited income
- Guaranteed earnings
- Replace your salary
- Residual income
- Proven success
- Live a dream lifestyle
- Retire your husband
- Passive income
- Investment opportunity
- Retire early
- Easy money
- Wealth building

Phrases to use with Proper Disclaimers:

These can be used if accompanied by clear income disclaimers and no guarantees:

- “There is potential to earn income based on your efforts.”
- “Earnings vary and are based on individual performance.”
- “Some people may earn part-time income; others pursue it full-time.”
- “Success depends on your time, effort, and leadership skills.”

Clear income disclaimer you MUST USE when talking about the opportunity:

Results aren't typical. Earning income with this opportunity takes time, effort, skills, and consistency. There may also be business expenses. The average earnings for all Active US Brand Partners were \$651 in 2024 before expenses. See the full **Earning Disclosure Statement** here: [\[Link\]](#)

Shortened version of disclaimer for use with social media and media:

Results aren't typical. Earning income takes time, effort, skill and consistency. There may also be business expenses. The average earnings for all Active US Brand Partners were \$651 in 2024 before expenses. Details here: [\[Link\]](#)

A QUICK GUIDE TO COMPLIANT SOCIAL POSTS FOR BRAND PARTNERS.

COMPLIANCE BEST PRACTICES

WHAT TO AVOID



Caption:

Ready to build something of your own—on your schedule? Whether you’re looking for a flexible side gig or a longterm project, becoming an Independent Brand Partner can be a fulfilling path. Work from the comfort of home, on your terms. DM “INFO” to learn how to get started! Results vary. Success requires time, effort, and consistency. See full earnings disclosure: [\[Earning Disclosure statement Link\]](#) #independentbrandpartner

GREEN LIGHT: WHAT IS ACCEPTABLE

- No income guarantees or “get rich quick” language
- Includes a clear earnings disclaimer that is prominent as the ad copy
- Promotes flexibility and personal effort, not passive income
- Tone is realistic, professional, and empowering

Compliance Best Practices:

- Always include disclaimers when discussing opportunity or income
- Use terms like “flexible,” “long-term,” or “on your terms”
- Avoid promising success—focus on the potential with effort



Caption:

🌟 Just another Thursday by the pool *while my biz works for me!* I started with zero experience & now I earn from anywhere 🌍 Ready to *escape the 9-5* and live life on your terms? 📩 DM me “FREEDOM” to learn how you can start too!

RED LIGHT: WHAT TO WATCH FOR:

- It implies typical results are fast and effortless, misleading potential recruits.
- The luxurious lifestyle shown (resort, tanning) may **suggest success is guaranteed.**
- The disclosure is too small to be effective
- There is **no clear explanation of the business model, risks, or effort required.**
- Even if a **disclaimer** is included, it cannot contradict the message conveyed visually or textually.

Risky Hashtags:

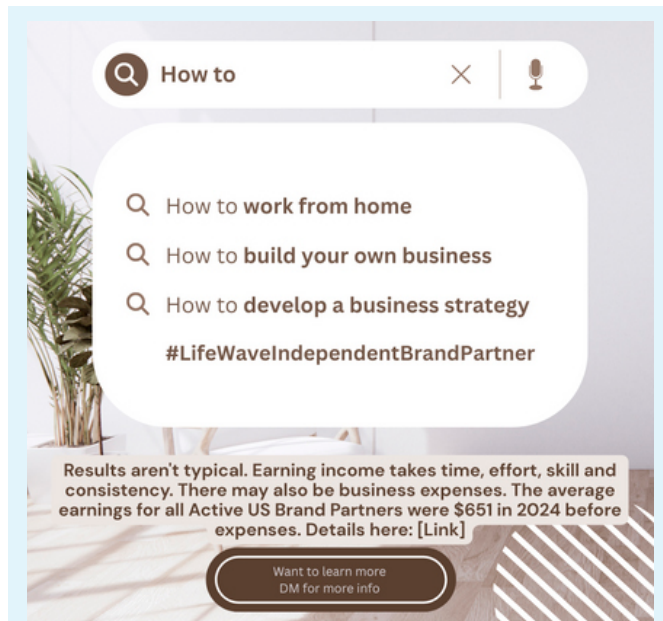
- #passiveincome #buildwealth
- Avoid financial promises.

COMPLIANCE BEST PRACTICES

Safe Hashtags:

#sidehustle #workfromhome
 #independentbrandpartner #wellnessjourney
 #entrepreneurmindset #buildyourfuture

COMPLIANCE BEST PRACTICES



Caption:

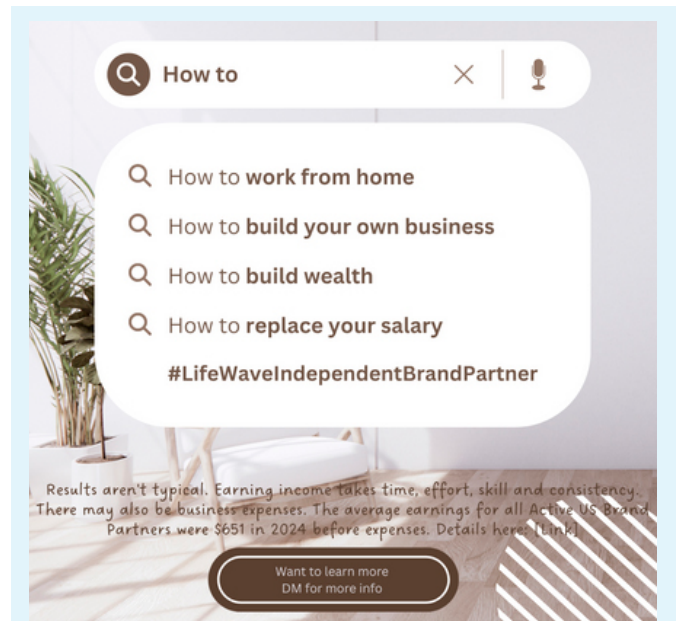
Have you ever wanted to work from home? I did too — and that curiosity led me to start my journey with LifeWave. This opportunity has helped me grow new skills, build connections, and take control of how I work — but it's not a quick fix or guaranteed path.

DM me if you're interested in learning what it's like to build a business with support and realistic expectations. #LifeWaveIndependentBrandPartner [Earning Disclosure statement Link]

GREEN LIGHT: WHAT IS ACCEPTABLE

- Avoids income promises or exaggerated success
- Includes a clear and visible earnings disclosure
- Emphasizes **effort, skill-building, and reality**
- Maintains an **honest, supportive tone**
- Uses hashtags aligned with **transparency and integrity**

WHAT TO AVOID



Caption:

*Tired of Googling **your way out of your 9–5?** I stopped searching and **started earning**. No experience? No problem. This biz changed my life—yours could be next. DM "INFO" to see how simple it is.*

RED LIGHT: WHAT TO WATCH FOR

- **Implied income claims** (“started earning,” “build wealth,” “changed my life”)
- **Phrases that over-simplify success** (“no experience,” “how simple it is”)
- **Absence of clear, visible income disclosure**
- Suggestions of **guaranteed or typical financial outcomes**

Risky Hashtags:

#financialfreedom #ditchthe9to5 #buildwealth
 #sideincome

COMPLIANCE BEST PRACTICES

Compliance Best Practices:

- Use **disclaimers** any time business or income is mentioned
- Keep the tone **authentic, realistic, and curiosity-driven**
- Show the opportunity as a path of growth, not a guarantee promises.
- Be transparent. Highlight **effort, time, and personal growth**—not quick success. Always include a clear **earnings disclosure** when discussing income.

Safe Hashtags:

#IndependentBrandPartner
#WorkFromHomeJourney #EntrepreneurMindset
#HealthAndWellnessBusiness #StartWithSupport
#LearnGrowEarn #BusinessWithIntegrity
#CompliantMarketing #workfromanywhere

WHAT TO AVOID

- Promising or implying **financial freedom or easy income**
- Using phrases like **“quit your job,” “no experience,” “get rich”**
- Hiding or omitting **required earnings disclosures**.

COMPLIANCE BEST PRACTICES

WHAT TO AVOID



Caption

Clarity. Challenge. Growth. Joining this opportunity has been a personal journey more than anything else. I've learned a lot about discipline, resilience, and what it really takes to build something of your own. It's not always easy—but it's meaningful. If you're curious about the process (and the real work behind it), I'm happy to share. DM me "PURPOSE" to learn more—no pressure, just information. #independentbrandpartner
 [Earning Disclosure statement Link]

GREEN LIGHT: WHAT IS ACCEPTABLE

- Avoids promises of income or instant success
- Emphasizes **personal growth and effort**
- Invites curiosity without pressure or hype
- Embraces an **honest, grounded, and informative** style
- Uses appropriate, **non-misleading** hashtags

Compliance Best Practices:

- Focus on **the journey**, not just the outcome
- Speak to **skills, challenges, and development**
- Stay transparent and avoid exaggeration
- Keep language **realistic and human**
- Use **realistic language**. Emphasize that **results vary**, and success requires **effort, time, and consistency**.
- Always include **LifeWave's earnings disclaimer** when discussing income.



Caption

I left behind stress, burnout, and *my paycheck-to-paycheck life*. Now I wake up with purpose and profit. 🌞👛 You don't need a degree, experience, or tons of time—just the desire to succeed. If I can do it, you definitely can too. DM "**FREEDOM**" and let's get you started today.

RED LIGHT: WHAT TO WATCH FOR

- **Implied income guarantees:** "profit," "financial freedom," "wealth builder", ("wake up with purpose and profit," "you definitely can too") can mislead prospects.
- **Suggestions that success is easy or likely for everyone:** "If I can do it, so can you"
- Phrases that downplay **effort and experience** involved
- **Absence of income disclosure**

What to Avoid:

- Skip phrases like "quit your job," "get rich," "wake up with profit"
- Refrain from oversimplifying success or using personal results to set expectations
- **Never omit disclosures** about income variability

Risky Hashtags:

#FinancialFreedom #WealthBuilder
 #QuitYour9to5 #LaptopLifestyle
 #FinancialFreedom #WealthBuilder
 #QuitYour9to5 #Profit

COMPLIANCE BEST PRACTICES

Safe Hashtags:

#BuildYourOwnBusiness #IncomeOpportunity
 #WorkfromAnywhere #PersonalGrowth
 #PurposeDrivenWork
 #LifeWaveIndependentBrandPartner

WHAT TO AVOID

- Avoid Implied guarantees Implied income guarantee
- Lifestyle imagery paired with Hashtag buzzwords like freedom and wealth can misrepresent typical outcomes.

COMPLIANCE BEST PRACTICES



Caption

Running a small business from home has given me the flexibility to pursue something that challenges me and fits my lifestyle.

It's not always easy, and success doesn't happen overnight—but for me, it's been worth learning and growing through the process.

If you've been thinking about trying something new and want honest info about what it takes, feel free to reach out.

DM "INFO" and I'll share what this journey really looks like.

#independentbrandpartner

[Earning Disclosure statement Link]

GREEN LIGHT: WHAT IS ACCEPTABLE

- **Sets realistic expectations**—no hype or guarantees
- Highlights **growth, learning, and effort**
- Invites interest without pressure or urgency
- **Avoids income claims or exaggerated lifestyle promises**

WHAT TO AVOID



Caption

This isn't just a side hustle—it's my ticket to freedom.

No more clocking in, no more limits, and no more wondering if I can afford the life I want.

*With **guaranteed income and unlimited earning potential**, this opportunity truly sells itself.*

DM me "SUCCESS" and I'll show you how you can live your dream too.

RED LIGHT: WHAT TO WATCH FOR

- **Guaranteed income is misleading and non-compliant**
- Phrases like "live your dream," "ticket to freedom," and "sells itself" **overpromise**
- **Suggests success is easy or typical without effort**
- **No earnings disclaimer or realistic context provided**
- **Hashtags reinforce lifestyle and income claims**

COMPLIANCE BEST PRACTICES

- Focuses hashtags on **values and work ethic, not results**

Compliance Best Practices:

- Keep the tone **honest and grounded**
- Talk about the **process**, not promises
- Use hashtags that reflect the **journey**, not outcomes
- Stick to messages that emphasize **effort, skill-building, and realistic expectations**. Always include **LifeWave's earnings disclaimer** when referencing income potential.

Safe Hashtags:

#LeadershipDevelopment #FlexibleHours
 #IndependentBrandPartner
 #BuildYourOwnBusiness #EntrepreneurJourney
 #WorkWithPurpose

WHAT TO AVOID

What to Avoid:

- Using terms like **“guaranteed income,” “unlimited earnings,”** or **“residual riches”**
- Including overhyped, dream-life language without **effort or disclaimer context**
- Implying **ease, speed, or universal success**
- Making **disclosures hard to find or difficult to read**

Risky Hashtags:

#LiveaDreamLifestyle #GuaranteedEarnings
 #ResidualIncome #WorkOnYourTerms
 #TotalFreedom

- **“Live your dream” and “unlimited earning potential” create unrealistic expectations.**
- **Implied financial freedom and ease of success are misleading.**