

The Do's and Don'ts of Sharing Kynect

Earnings claims is a hot-button issue at any network marketing company—and for good reason. Companies in our industry have faced tough consequences for misrepresenting the earning potential of their business and failing to focus on what the average person can expect by joining.

Protect yourself from this risk! These guidelines will help you understand how to navigate claims, when to use an income disclosure, and how the current global climate has an effect on how we share all that Kynect has to offer.



DO share the amazing services and business opportunity Kynect has to offer! Our services are essential, everyone has a need for them; and our business opportunity is the best around.



DON'T focus on the current health or economic situation or make it part of your conversations, social media posts, advertisements, etc. regarding Kynect.



The current state of affairs has created fear for one's health and finances. People are vulnerable. The use of the pandemic or rise of unemployment numbers to share Kynect gives the impression we're targeting susceptible groups and/or playing on their concerns to recruit them or make a sale. Referencing terms like COVID-19, stimulus checks, pandemic, economic crisis, quarantine, or anything similar, is off limits. Even statements like, "In these uncertain times," can create issues for Associates and Kynect as a whole.



DO share that a prospective Associate has the potential to earn supplemental income to help pay bills, save for a vacation, start a college fund, etc.



DON'T make claims that imply someone will make significant, career-level income or have a luxurious lifestyle.



While some Associates are quite successful, it's simply not what the average person can expect. If the income or lifestyle you reference isn't typical of the average experience, the claim is misleading and must be accompanied by a disclosure to clarify the amount earned or lost by most participants. We make this easy for you with the Income Claims Checklist.



DO share your "why." Let others know why you chose Kynect and the impact it's had on you and your family.



DON'T exaggerate your earnings or lifestyle or downplay how hard you worked to achieve your success.



It's always important that Associates be transparent about the time and effort put in to achieve their results. Your circumstances will not mirror anyone else's and not everyone is going to see the same results as you. Everyone's skill and personal effort will have a hand in what they achieve, as well as other factors such as location, product/service availability, team/upline support, etc. Review the Income Disclosure Statement (IDS) to familiarize yourself with the average earnings.