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# Marketing at Lyconet means ...

- ... communicating and informing.
- ... establishing contacts and maintaining relationships.
- ... sharing experiences and adventures.
- ... joining forces to become successful!







# As a Lyconet Marketer...

- ... I always act in a professional manner.
- ... I treat other Lyconet Marketers with respect and consideration.
- ... I do not speak of Lyconet, its employees and other Marketers in a dismissive and patronizing manner.
- ... I act in accordance with the regulations set out in the Lyconet Marketing Agreement and any other legal provisions.
- ... I immediately inform Lyconet of any known breach of these guidelines by another Marketer.



# How I present myself as a Lyconet Marketer to the world

DOS

- ✓ I introduce myself as an independent Lyconet Marketer.
- ✓ I only focus on the products and services that relate to the Lyconet business model and the Benefit Program.
- ✓ I immediately inform my regional office if I am in contact with large retail companies (with more than 10 branches or 100 employees).
- ✓ I only approach people of legal age to inform them of the Lyconet business model.

#### DON'TS

- I do not create the appearance that I am an employee of Lyconet or any of its affiliated companies.
- I do not recommend or promote (whether verbally or in writing) memberships or products of other marketing companies.
- I do not hold negotiations with large retail companies.
- I do not approach underage people and inform them of the Lyconet business model.





# THE QUALITY OF YOUR **COMMUNICATION IS** THE QUALITY OF YOUR LIFE.

Tony Robbins
Business Strategist



### What I communicate

#### DOS

- ✓ I share my personal experiences with others.
- ✓ I speak of the success that can be achieved through hard work and dedication.
- ✓ I give a realistic depiction of my lifestyle and success.
- ✓ I accurately describe the potential earnings.

- I do not create the appearance that Lyconet Marketers do not need to work for their success.
- I do not speak of passive incomes in regard to the earnings that a Lyconet Marketer can receive.
- I do not guarantee success or depict the potential earnings in a misleading or incorrect manner.

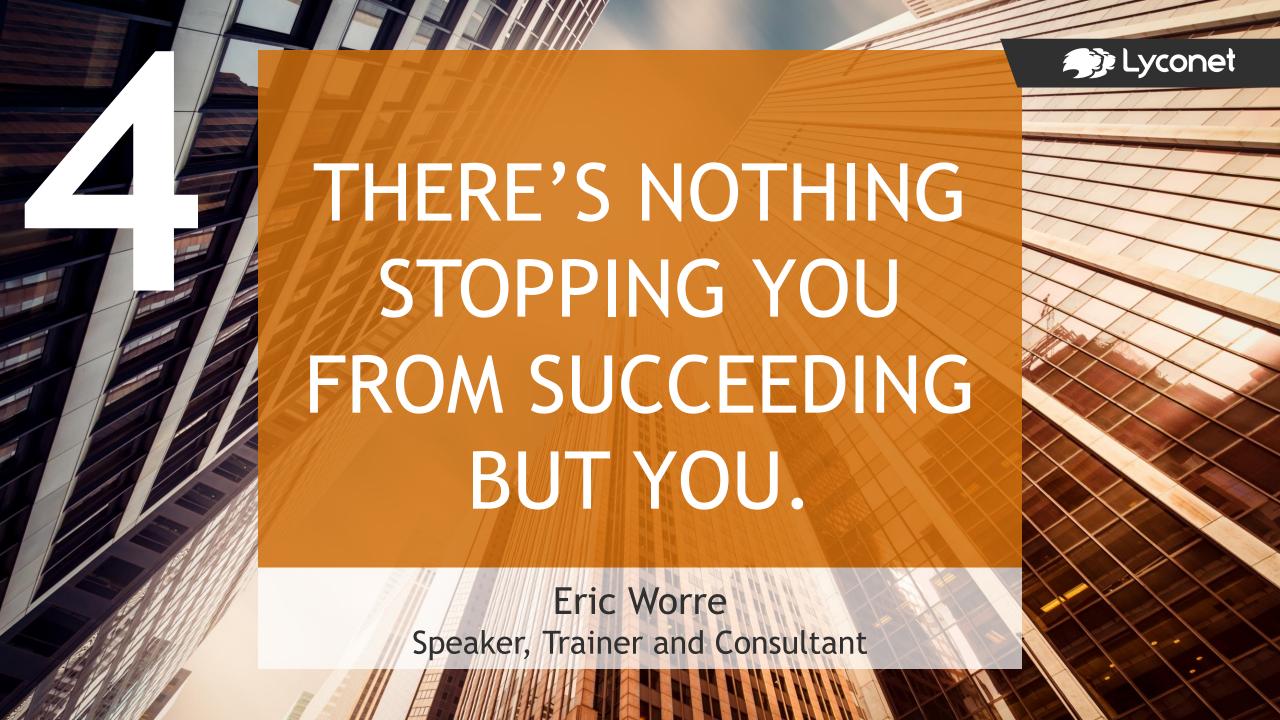
## How I communicate

#### DOS



- ✓ I only use the communication materials approved by Lyconet in the version published on www.lyconet.com.
- ✓ I verify whether the materials I am using match the version currently available on www.lyconet.com.
- ✓ I refrain from using corporate logos belonging to Lyconet or any of its affiliated companies or brands (such as myWorld, Child & Family Foundation, Greenfinity Foundation as well as logos from Loyalty Merchants or other cooperation partners).

- I do not create my own materials for establishing and expanding my organisation.
- I do not use outdated communication materials or documents that were not created by Lyconet.
- I do not use logos from Lyconet or any of its affiliated companies and brands either on print materials or online.



# How I promote products and services

DOS



- ✓ I carefully and correctly explain the business opportunities presented by Lyconet when talking to new potential Marketers.
- ✓ I point out that no one is obliged to purchase services or products to become a Lyconet Marketer.
- I use the documents provided by Lyconet to outline and explain the benefits and proper use of the products and services in a truthful manner.

#### **DON'TS**

- I do not issue false promises in regard to the Lyconet business model.
- I do not force interested parties into buying products and services.
- I do not create my own sales materials for products and services that relate to Lyconet and the Benefit Program.





Speaker, Trainer and Consultant





# How I use social media channels

#### DOS

Lyconet

- ✓ I always ensure that the official website (www.lyconet.com) and the respective official social media channels are linked and used as a reference and inspiration for my own social media posts about Lyconet.
- ✓ I immediately contact Lyconet if negative comments or content regarding the company are being published.

- I do not spread information about Lyconet without verifying the source and validity of the content.
- I do not share information about Lyconet that did not originate from Lyconet's official social media channels.
- I do not react to negative comments or content regarding Lyconet without informing Lyconet in advance and receiving their explicit consent.

# How I use social media channels

#### DOs

Lyconet

- ✓ I introduce myself as an independent Lyconet Marketer.
- ✓ I mention my own experiences with the Lyconet business as well as the products and services that relate to the Lyconet business model and the Benefit Program.
- ✓ I establish contacts and inform interested parties about Lyconet.
- ✓ I only use images and logos for my profile and website that I created myself.

- I do not use trademark protected logos from Lyconet or its affiliated companies and brands.
- I do not use trademark protected names and brands from Lyconet or its affiliated companies and brands for my own sites or groups.
- I do not spread false or incorrect information on the products and services that relate to the Lyconet business model and the Benefit Program.



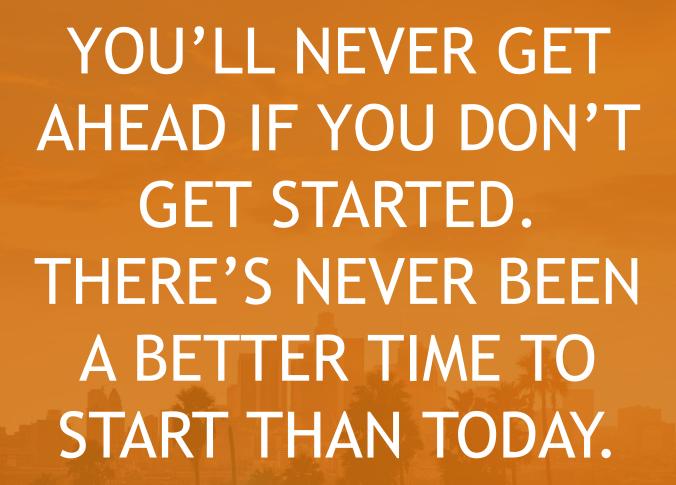
# How I adhere to the data protection and privacy regulations

- ✓ I keep my personal login details for www.lyconet.com confidential.
- ✓ I only use my own personal login details.
- ✓ I observe the confidentiality of any Lyconet trade secrets.



- I do not handle my personal login details irresponsibly.
- I do not use the login details of other Marketers, customers or Loyalty Merchants.
- I do not share confidential business information with others.
- I do not get in contact with any print or online media outlets to discuss Lyconet without first receiving Lyconet's explicit consent.





Eric Worre Speaker, Trainer and Consultant