

10 Commandments of Advertising

1. Thou shalt not use the Citizenre name in your advertising unless it is an approved article or an approved resource created by the company for your use.
2. Thou shalt not state that our solar units are FREE. This is a weak posture. They are not free. Never try to "bait and switch" your prospect. Trust is a delicate thing. You can say "No purchase required" or "No equipment to purchase"—but our product is not free. You can explain how our model is like providing the satellite to sell the monthly programming... just don't use the word free.
3. Thou shalt not imply employment or a job if you are advertising for Ecopreneurs, and thou shalt not guarantee or promise an income.
4. Thou shalt not use our video on any website other than our corporate site. The footage on our video has strict copyrights and any postings on You Tube or Google video or any private sites could compromise our use of that footage.
5. Thou shalt not use the names of our celebrity endorsers in your advertising. Especially do not use the name of Morgan Freeman. It is his voice on our video, but that clip was not recorded for Citizenre. We were given the rights to use it.
6. Thou shalt always be professional and completely ethical when communicating with prospects. Often the loudest skeptics become our strongest advocates if you can answer all of their questions with class. Even if you are not using the name of Citizenre in your ad, your ad will still lead back to our site. The impression you make is important.
7. Thou shalt never use any advertising that is misleading. Citizenre does NOT sell electricity. That would make us a utility and put us under a completely new set of regulations. We are the manufacturer and renter (not lease) of an appliance that happens to produce electricity. The customer actually produces their own power from the system we rent them. Hence, we give power back to the people. Do not state or imply that we sell electricity.
8. Thou shalt not promote our service or opportunity on any "questionable" websites. This includes, but is not limited to, websites that promote pornography, gambling, or anything that some people might find offensive or that could tarnish our stellar image. Also, you can not post on Ebay (or any auction site) or any site where you are breaking their policies. Don't try to cheat your way to success. Be smart.
9. Thou shalt not represent yourself as an employee or agent of Citizenre. If you use the name Citizenre on your answering machine, you MUST use the words Independent Ecopreneur or Independent Associate or Independent Direct Seller.
10. Thou shalt follow the Policies and Procedures and represent Citizenre in an ethical and professional manner at all times. You will be the initial point of contact many people will have with our mission—make a great impression. You are the first line of enthusiasm and your energy creates the Powur of Citizenre. You make a difference.