

Your voice can travel farther.

A simple guide for inviting friends, family, social circles, and fellow independent sellers to learn and take action.

THREE GOALS FOR EVERY SHARE

01 Build understanding

Share a carousel or post that explains why clearer, consistent standards matter.

02 Invite personal voices

Encourage others to read the Act and write a personal letter in their own words.

03 Extend the reach

Share thoughtfully with friends, family, social media circles, and other independent sellers.

USE THE READY-TO-SHARE TOOLKIT

Start a conversation.

Choose a carousel, personalize your caption, then invite people to read more and write.

DIRECT SELLING
CLARITY ACT

WHY CLARITY MATTERS

01 / 03

DIRECT SELLING
CLARITY ACT

A PERSONAL STORY MATTERS

02 / 03

DIRECT SELLING
CLARITY ACT

WRITE YOUR LETTER

03 / 03



SAMPLE SOCIAL POST

SHARE WITH CLARITY

Keep the focus on the movement and your own voice.

DO

- Share the approved carousels and posts.
- Speak from your own experience and values.
- Invite people to read and write their own letter.

AVOID

- Company names, team names, logos, or affiliations.
- Income, legal, financial, or company-specific claims.
- Speaking for another person or organization.