

## **Session 8: Compliance & Review**

Welcome to Session 8 of the Authority Engine™ Evergreen Visibility System.

By now, you have built your Evergreen Visibility System.

You have identified your ideal audience, created your Authority Assets, connected your online ecosystem, aligned your profiles, and established visibility pathways designed to help potential clients find you, learn from you, trust you, and take the next step.

Today, we're going to talk about compliance.

Important Disclaimer:

Before we begin, I need to make an important disclaimer.

I am not a lawyer, and nothing in this session should be considered legal advice, regulatory advice, compliance advice, or professional advice.

All information provided in this session is for educational purposes only.

Professional standards, advertising rules, privacy requirements, licensing obligations, and compliance regulations vary significantly between professions, governing bodies, states, provinces, and countries.

You should always obtain independent legal advice and confirm any requirements with your governing body, regulator, licensing authority, professional association, or legal advisor before implementing any part of this system.

The recommendations discussed in this session are general best practices only.

To assist you, I have included a downloadable Compliance & Professional Review Checklist PDF that summarizes the areas we will discuss today.

The Minimum Recommended Compliance Review:

Every profession is different.

Some professions require additional disclosures, approvals, advertising restrictions, privacy requirements, or regulatory language.

However, for most professionals, there are five key areas that must be reviewed. Let's go through them one by one.

## **1. Website Documents**

Start with your website.

Most professionals should consider having the following foundational documents:

Privacy Policy

Terms of Use

Copyright Notice

These documents help explain how your website operates, how information is collected, how content may be used, and who owns the intellectual property published on your site.

If you collect leads through forms, downloads, webinars, newsletters, or consultations, these documents become even more important.

## **2. Professional Disclaimers and Authority Asset Review**

Next, review your disclaimers.

Most Authority Assets are educational in nature, which means it is important to clearly communicate what your content is—and what it is not.

Common examples include:

Educational Information Disclaimer

No Professional Advice Disclaimer

No Professional Relationship Disclaimer

Results May Vary Disclaimer

The goal is to establish appropriate expectations and professional boundaries because information is not the same as individualized advice.

Review all of your Authority Assets, including guides, webinars, videos, presentations, checklists, and educational resources.

The purpose of an Authority Asset is to educate, not to provide individualized professional advice.

As you review your content, ask yourself:

Does this content provide general information rather than personalized recommendations?

Have I avoided guarantees, promises, or claims about specific outcomes?

Are examples, case studies, and success stories clearly presented as illustrations rather than expected results?

Have I explained when a person's situation may require professional advice or a consultation?

A well-designed Authority Asset should help potential clients:

Understand their problem or situation

Learn about available options and possible solutions

Recognize when professional assistance may be beneficial

The goal is to inform, educate, and build trust while maintaining appropriate professional boundaries.

### **3. Email Marketing Compliance**

If you collect contact information, review your lead generation process.

Make sure visitors understand:

What they are signing up for

What information they will receive

How often they may hear from you

How they can unsubscribe

Transparency builds trust and helps create a better experience for everyone.

### **4. AI Transparency**

Since the Authority Engine system uses AI tools for content creation, presentations, and digital presenters, it's important to consider whether any AI disclosures may be appropriate for your profession.

Requirements vary by profession, governing body, and jurisdiction, so review any applicable guidelines.

Regardless of how content is created, you remain responsible for ensuring that all information is accurate, professionally appropriate, and aligned with your professional standards.

When in doubt, consider being transparent about the use of AI and confirm any requirements with your regulator or professional association.

## **5. Testimonials & Case Studies**

Testimonials and case studies can be powerful trust-building tools.

However, they should be used responsibly.

Review:

Client permissions

Confidentiality obligations

Results disclosures

Regulatory restrictions within your profession

Whenever appropriate, make it clear that outcomes vary and that testimonials do not guarantee future results.

### **Additional Areas You May Need to Review:**

Depending on your profession, country, province, state, regulator, or licensing body, additional compliance requirements may apply.

Examples may include:

Advertising regulations

Professional conduct rules

Industry-specific disclosures

Privacy regulations

Data retention requirements

Record keeping obligations

Accessibility requirements

Consent requirements

Consumer protection regulations

This is why independent legal and professional advice remains important.

Today's assignment is to review your entire Authority Engine™ Evergreen Visibility System.

The goal is to identify any areas that may require additional review, refinement, or professional guidance before your system goes live.

In Session 9, we'll focus on activation, system completion, and replication.

By the end of Session 9, your Authority Engine Evergreen Visibility System will be complete, connected, scalable, and ready to support your professional growth for years to come.

I'll see you in Session 9.