



Photo/Video/Testimonial Release

1. **Testimonials must be truthful.** According to the [Federal Trade Commission's Revised Endorsement Guidelines](#), the most important rule for testimonials is that they be truthful. This means that the customer testimonials can't be from people who weren't actually customers or didn't try any of the products they are raving about.
2. **Any connection between you and the endorser must be disclosed.** Any connection between you and the source of the testimonial [that might affect how people evaluate the testimonial](#) -- such as a family relationship or getting paid for the endorsement -- should be disclosed, according to the U.S. Small Business Administration.
3. **Testimonials can't make claims that require proof you don't have.** *Subjective* claims in testimonials such as "I loved my experience" or "I'm happy with my results" are most likely fine as long as they are truthful. However, *objective* claims, such as the curing of a disease, must be backed up by actual proof.
4. **Don't mislead consumers about expectations.** Testimonials that claim specific results [should match the results other customers can expect](#), advises the Connecticut Business and Industry Association. Simply saying "results may vary" may not be sufficient. If the testimonial describes results that are not typical, this fact must be disclosed conspicuously and the general expected results must be described in the ad.
5. **Get written permission from customers to use their testimonials for commercial purposes.** Obtain the written permission of a customer before using his or her testimonial, especially if the testimonial includes identifying information such as the customer's name, age, or photograph. That way you can prove the customer agreed to the commercial use of her image, name, etc., if that ever becomes an issue.

Authorization and Release of Information

I understand my testimonial (the "Testimonial") made on behalf of [Confident Financial Solutions ("CFS")] (hereinafter called "The Company") may be used in connection with publicizing and promoting CFS. I authorize CFS to use my business name, brief biographical information, and any of my employees for purposes as defined below.

I hereby irrevocably authorize CFS to copy, exhibit, publish or distribute the Testimonial for purposes of publicizing CFS's programs or for any other lawful purpose. These statements may be used in printed publications, multimedia presentations, on websites or in any other distribution media. I agree that I will make no monetary or other claim against The Company for the use of the statement.

In addition, I waive any right to inspect or approve the finished product, including written copy, wherein my likeness or my testimonial appears.

I hereby hold harmless and release CFS from all claims, demands and causes of action which I, my heirs, representatives, executors, administrators or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

Print Name: _____

Signature: _____