



Feel Great

Marketing Guidance

(updated March 1, 2023)

With the success of Unicity's Feel Great program and subsequent new market launches, we've received a number of requests for guidance on how to best market Feel Great successfully in compliance with our Policies & Procedures. We hope you'll find the following direction helpful as you proceed with your Unicity Feel Great business.

CONTENT CREATION AND SHARING

With the recent success of social selling in tandem with Feel Great, many are tempted to reproduce successful Distributors' content. One helpful tip to remember when creating your own content is to aim for inspiration, not duplication. Your audience wants to hear from you in your voice and personality and your own words. If you ever are inclined to replicate or otherwise utilize the post of another Distributor, be sure to request permission from the original creator and tag them in your own post.

Remember to follow our [social marketing guidelines](#) when creating content for digital distribution. These guidelines help keep you, your business, and Unicity safe when sharing information online.

WEBSITE GUIDANCE

Can I establish my own Feel Great website?

Yes. However, it is not necessary and we do not recommend it. Feel Great has a site that is very easy to use and makes it clear who referred the Member to the site. Additionally, Unicity makes an effort to re-target Distributors who hit the Feel Great site on your behalf, which we can't do for you if your prospects do not make it to the company-driven Feel Great site. This retargeting effort makes it more likely that your prospects complete their purchase while making sure you get credit for the sale.

What rules should I keep in mind for my personal website if I choose to create one?

Your website, from content to URL (website address), must make it clear that you are an independent Distributor of Unicity International and not the corporation itself.

URL guidance

We recommend one of the following structures if you plan to buy your own domain address for a website:

feelgreatby _____ (insert personal or team name)

feelgreatwith _____ (insert personal or team name)

E.g., feelgreatbysuperhealth.com, feelgreatwithjanesmith.com, feelgreatbybobh.com

Other name possibilities can be submitted to (Distributor. Compliance@unicity.com) for approval on a case-by-case basis. Names that include only our trademarked terms or trademarked terms with geographic descriptors are not allowed.

E.g., unicityfeelgreat.com, unicitynortheastfeelgreat.com, feelgreatbrazil.com, texasfeelsgreat.com

Can I pay to advertise my URL on Google or social networks like Facebook or Instagram?

No. Paid advertising is against the Policies & Procedures you sign when you become a Distributor.

Can I use Unicity-owned product images on my website?

Yes. Unicity maintains an image library for Distributor use.

Can I use my personal testimonial or other peoples' testimonials on my website?

It depends. Please follow our story guidelines [here](#) whenever you are sharing product or income testimonials.

ONLINE SELLING GUIDANCE

Can I sell Unicity products on online selling platforms like Amazon, eBay, Facebook Marketplace, etc.?

No. Our Policies & Procedures forbid selling on these platforms. Unicity monitors and strictly enforces this rule.