

BEFORE

Long, complicated sentences –
difficult words – dense layout,
too many titles

Consumer Alert

Putting Cold Calls on Ice

While many telephone sales...
products and services...
Commission encour...



Sometimes telephone sales calls offer legitimate...
But some sales calls can be frauds. That's why the
Commission (FTC) urges you to be careful when yo

The Telemarketing Sales Rule says...

- Callers can only call from 8 a.m. to 9 p.m
- It's a sales call
- the name of their company
- what they're selling
- also have to tell you:
- total cost before

It's illegal to...

- Callers cannot LIE about their goods or services
- earnig potential, profitability, investment, or liquidity of an
- the prize offered
- they can't call
- you asked

Short, direct sentences – simple words –
intuitive layout – readable fonts –
subheads and supporting graphics

AFTER

10 years of

Exceptional

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and Editorial

Services



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Your readers won't understand them



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