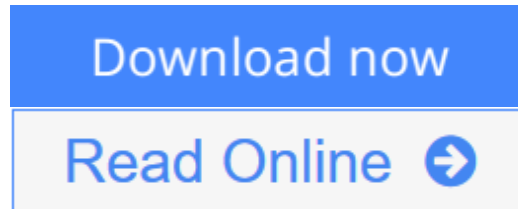


Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs

By Robert L. Page JD



Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD

Getting Into Business Without Getting Into Trouble

Starting a business online is a dream for many, but it can quickly become a nightmare when your internet business runs afoul of the Federal Trade Commission's rules.

Unfortunately, many (perhaps most) new internet marketers are unaware that the FTC rules exist, and the few who do know that the FTC is out there are still in the dark about the specific requirements imposed by the FTC on everyone doing business online.

In this handbook, attorney Robert L. "Bob" Page, JD, BSEE, provides the definitive guide to FTC compliance for online business owners, internet marketers and digital entrepreneurs.

Topics covered include:

The Rules for Commercial Email:

- How to Avoid Email Mistakes That Can Cost You \$16,000 per violation

The New FTC Rules for Disclosures:

- What Disclosures You Must Have on Your Website and in Your Commercial Emails to Avoid Trouble With the FTC

The New FTC Rules for the Use of Testimonials & Endorsements:

- The Dangers of Results-Based Testimonials & How You Can Use Them Correctly
- How Endorsements Can Get You In Trouble & How They Can Be Used Properly

Special Rules When Dealing With Children Online:

- A Discussion of the Special Requirements Imposed On Online Business Owners When Dealing With Children

Negative Option and Continuity Programs Under the New Laws:

- What You Can & Can't Do Under the Restore Online Shoppers' Confidence Act

A Brief Summary of Copyright Law:

- Common Copyright Violations & What They Can Cost You As A Digital Entrepreneur

Links To Reference Material You Can Use For Further Study

This information could cost you a small fortune if you were to commission an attorney to research it for you and then to have a lengthy consultation to cover all the material.

In this handbook the information is all compiled for you in a simple, easy-to-read format and without the use of legalese. Since it is in a digital format, you'll have the handbook readily available as a reference whenever you are putting together your marketing materials. You'll be able to quickly and easily refresh your memory of the FTC's guidelines and be sure that you don't accidentally cross the line and draw fire from the FTC.

 [Download Starting a Business: How Not to Get Sued By the F...pdf](#)

 [Read Online Starting a Business: How Not to Get Sued By the ...pdf](#)

Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs

By Robert L. Page JD

Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD

Getting Into Business Without Getting Into Trouble

Starting a business online is a dream for many, but it can quickly become a nightmare when your internet business runs afoul of the Federal Trade Commission's rules.

Unfortunately, many (perhaps most) new internet marketers are unaware that the FTC rules exist, and the few who do know that the FTC is out there are still in the dark about the specific requirements imposed by the FTC on everyone doing business online.

In this handbook, attorney Robert L. "Bob" Page, JD, BSEE, provides the definitive guide to FTC compliance for online business owners, internet marketers and digital entrepreneurs.

Topics covered include:

The Rules for Commercial Email:

- How to Avoid Email Mistakes That Can Cost You \$16,000 per violation

The New FTC Rules for Disclosures:

- What Disclosures You Must Have on Your Website and in Your Commercial Emails to Avoid Trouble

With the FTC

The New FTC Rules for the Use of Testimonials & Endorsements:

- The Dangers of Results-Based Testimonials & How You Can Use Them Correctly
- How Endorsements Can Get You In Trouble & How They Can Be Used Properly

Special Rules When Dealing With Children Online:

- A Discussion of the Special Requirements Imposed On Online Business Owners When Dealing With Children

Negative Option and Continuity Programs Under the New Laws:

- What You Can & Can't Do Under the Restore Online Shoppers' Confidence Act

A Brief Summary of Copyright Law:

- Common Copyright Violations & What They Can Cost You As A Digital Entrepreneur

Links To Reference Material You Can Use For Further Study

This information could cost you a small fortune if you were to commission an attorney to research it for you and then to have a lengthy consultation to cover all the material.

In this handbook the information is all compiled for you in a simple, easy-to-read format and without the use of legalese. Since it is in a digital format, you'll have the handbook readily available as a reference whenever you are putting together your marketing materials. You'll be able to quickly and easily refresh your memory of the FTC's guidelines and be sure that you don't accidentally cross the line and draw fire from the FTC.

Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD Bibliography

- Sales Rank: #1444734 in eBooks
- Published on: 2016-01-11
- Released on: 2016-01-11
- Format: Kindle eBook

 [Download Starting a Business: How Not to Get Sued By the F...pdf](#)

 [Read Online Starting a Business: How Not to Get Sued By the ...pdf](#)

Download and Read Free Online Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD

Editorial Review

Users Review

From reader reviews:

Diana Castillo:

The book Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs make one feel enjoy for your spare time. You should use to make your capable more increase. Book can to become your best friend when you getting anxiety or having big problem with the subject. If you can make examining a book Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs to become your habit, you can get more advantages, like add your capable, increase your knowledge about a few or all subjects. You can know everything if you like start and read a guide Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs. Kinds of book are several. It means that, science e-book or encyclopedia or other people. So , how do you think about this guide?

Jeffrey Primo:

The e-book with title Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs possesses a lot of information that you can study it. You can get a lot of profit after read this book. This book exist new knowledge the information that exist in this publication represented the condition of the world currently. That is important to yo7u to understand how the improvement of the world. This kind of book will bring you throughout new era of the globalization. You can read the e-book on your smart phone, so you can read the item anywhere you want.

Nicolas Jones:

You can find this Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs by check out the bookstore or Mall. Just viewing or reviewing it could possibly to be your solve trouble if you get difficulties for ones knowledge. Kinds of this guide are various. Not only through written or printed but in addition can you enjoy this book by simply e-book. In the modern era including now, you just looking from your mobile phone and searching what their problem. Right now, choose your ways to get more information about your e-book. It is most important to arrange yourself to make your knowledge are still update. Let's try to choose suitable ways for you.

Raymond Nelson:

A lot of reserve has printed but it takes a different approach. You can get it by world wide web on social media. You can choose the most beneficial book for you, science, comedy, novel, or whatever by simply searching from it. It is named of book Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs. You'll be able to your knowledge by it. Without leaving the printed book, it may add your knowledge and make you happier to read. It is most critical that, you must aware about book. It can bring you from one destination for a other place.

Download and Read Online Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD #WS2AJ09XIMG

Read Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD for online ebook

Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD books to read online.

Online Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD ebook PDF download

Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD Doc

Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD Mobipocket

Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD EPub

WS2AJ09XIMG: Starting a Business: How Not to Get Sued By the FTC: The Definitive Handbook For Online Business Owners, Internet Marketers, & Digital Entrepreneurs By Robert L. Page JD