

A Guide To Writing And Submitting Your Written Testimonial.

This presentation will give you the necessary guidelines for writing and ultimately getting your written testimonial published on the Limbic Arc website or other marketing materials.



Testimonial Length

When writing your testimonial, we want to make sure that it's long enough to tell your experience but short enough that people will be able to read through it quickly. We have found that one paragraph or around 150-200 words is the best length for written testimonials.

Note: In many cases we may need to edit some of your testimonial. In that case we will email you the revised testimonial to approve before we publish it on our website.



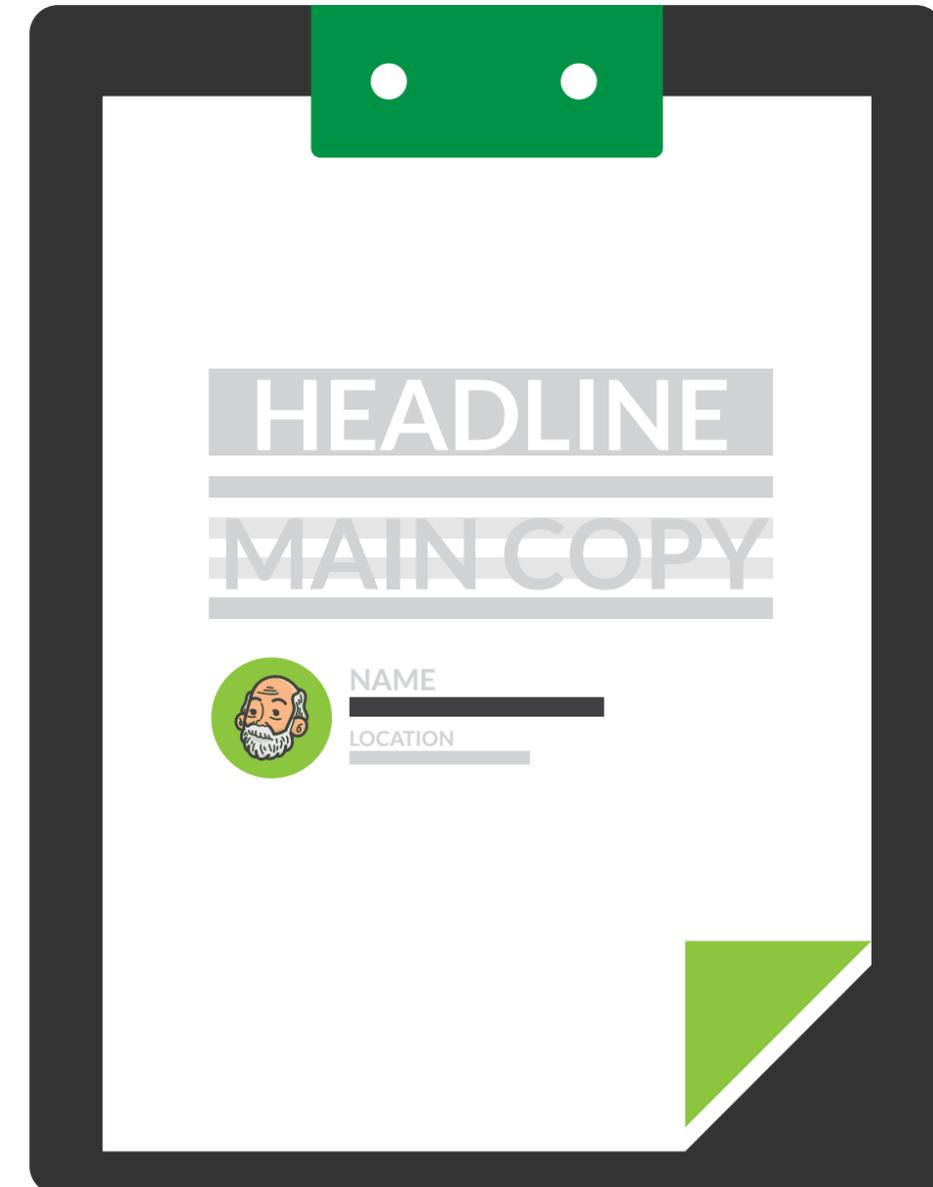
Testimonial Structure

Formatting your testimonial correctly can improve it's effectiveness.

An effective testimonial should be comprised of the following elements.

- 1. Headline:** A good headline is designed to catch someone's eye and get that person interested in reading what follows.
- 2. Main Testimonial:** A concise heartfelt testimonial is always the best. Keep the testimonial focused on your experience with Limbic arc and please don't make false claims.
- 3. Name and Location:** Please include your full name and where you currently reside.
- 4. Picture:** A current picture of yourself helps give your testimonial a personal touch.

Note: Using these guidelines will help your testimonial be published with minimal to no editing. We do review all testimonials for compliance before publishing.



Compliance:

Key Points to Remember in Testimonials

- Your personal experience is fine to share, so long as it is true.
- Do not say that Limbic Arc “cured” any disease or medical condition.
- Use generalized statements instead of specific diseases or medical conditions: i.e. “consistent pain” rather than “fibromyalgia” or “quality of sleep” rather than “sleep apnea” or “back pain” rather than “a herniated disc” and so forth.
- Time-line statements work well. Example: I struggled with consistent headaches, then I started using Limbic Arc, then my headaches lessened in intensity and became less frequent. DO NOT claim to know that Limbic Arc is directly responsible for fixing the problem, just use the time-line approach.
- Do not lie. Everything you say must be true. As long as it is your true personal experience, you can share it.



Compliance (Disclaimer)

In accordance with the FTC guidelines concerning the use of endorsements and testimonials in advertising, please be aware of the following: Testimonials appearing on this website are received in various forms via a variety of submission methods. The testimonials reflect the real-life experiences of individuals who used our products and/or services. However, individual results may vary. We do not claim, nor should the reader assume, that any individual experience recounted is typical or representative of what any other consumer might experience. Testimonials are not necessarily representative of what anyone else using our products and/or services may experience. Limbic Arc does not compensate in any way for testimonials or reviews. The testimonials displayed are given verbatim except for grammatical or typing error corrections. Some testimonials may have been edited for clarity, or shortened in cases where the original testimonial included extraneous information of no relevance to the general public. Limbic Arc LLC is not responsible for the opinions or comments made by third parties which are posted on this website, and does not necessarily share the opinions, views or commentary of testimonials on this website. All opinions and experiences expressed are strictly the views of the speaker. Testimonials on this website are not intended, nor should they be construed, as claims that the products or services mentioned can be used to diagnose, treat, cure, mitigate or prevent any disease or medical condition. To the contrary, our products and services are not intended to diagnose, treat, cure, or prevent any disease. No testimonial experience has been clinically proven or evaluated, and no claims should be considered medical claims. No statements or videos on this website have been evaluated by the FTC or the FDA. Limbic Arc products and services are not accepted by the traditional medical establishment and have not been proven to be effective via human trial studies overseen by institutional review boards.



Submitting Your Testimonial

Once you have written your testimonial you can email us a copy of your document file or simply just copy and paste your testimonial directly in an email and send it to support@limbicarc.com.

For your picture we accept the following formats .jpeg .png .tiff. Also please try and submit the highest resolution image you have.



Release Form

The undersigned hereby agrees (“Agreement”) with Limbic Arc LLC (“Producer”) and gives consent to producer to use my name, likeness, image, voice, appearance and/or performance which I submit to producer. (“Product”).

1. I grant Producer and its designers the right and sole ownership of the product and the use the Product in any format, now known or later developed. I grant, without limitation, the right to edit, mix or duplicate and use or re-use Product in whole or in parts as Producer may elect. I hereby abandon to Producer or its designees have complete ownership of the Product, including copyright and all other intellectual property or interests.
2. I grant Producer and its designees the right to broadcast, exhibit, market and otherwise distribute the Product, in whole or in parts, and alone or with other products, for any purpose Producer or its designees determine. This grant includes the right to use Product for promoting or publicizing.
3. I have the right to enter into Agreement and am not restricted by commitments to third parties.
4. Producer has no financial commitment or obligations to me as a result of Agreement.
5. In consideration of all the above, I hereby acknowledge receipt of reasonable and fair consideration in form of notoriety and publicly from Producer. I have read, understand and agree to all of the above and that the rights granted Producer herein are perpetual and worldwide:

Full Name _____ **Signature** _____ **Date** _____

If this person is under age 18, legal guardian must sign below. I certify that I am the legal guardian of the model named above. I give my consent to the foregoing on his or her behalf.

Full Name _____ **Signature** _____ **Date** _____

