

FTC FACTS

Ads for Business Opportunities:

It's not hard to see why ads for business opportunities that promote the benefits of being your own boss and making money quickly are appealing. But the Federal Trade Commission (FTC), the government agency that monitors advertising for deception, says that some ads for business opportunities feature empty promises and false claims that potential entrepreneurs could never realize.

Promoters of fraudulent business opportunities run ads where their targets are likely to see them: in daily and weekly newspapers, in magazines, and on the Internet. The FTC is asking for your help in finding these ads first. By doing so, you can protect your company and your readers from being left holding the bag.

As part of an advertising sales or production staff, you customarily review ad claims for taste and appropriateness. It's just good sense to take that extra moment to review a business opportunity claim for telltale signs of fraud, too.

- It can protect your company from being known as one that promotes rip-offs. Your readers may believe an offer is legitimate because it's in your publication or on your website. When the claim turns out to be false, they may well blame you for running the ad.

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