

Instead of saying...	Try saying...	Why?
Come to (place of business). Join us at (place of business).	We're at (place of business). We're from (place of business).	Asking viewers to go to your business is off limits but your audience does want to know what experience you have and why they should listen to what you have to say. Being a professional at your business shows that you know what you're talking about!
We sell (products). We offer (products or services).	(Products or services) are beneficial because...	Telling or asking viewers to purchase products or services is off limits but explaining why products or services are useful or beneficial is okay (and leaving it up to them where they purchase products or seek services). Essentially, you can advocate for the industry but not solicit customers.
You can buy (product or service) at (place of business) for (price).	You could expect to pay between (price) and (price) in this geographical area for this type of (product or service).	Pricing information is always off-limits unless it is a general statement about what someone could expect to pay. It should never be related to your specific business.
(Action word such as go, click, visit, etc.) to our website to find (products, services, prices, etc.)	We have additional information about the benefits of (product or service) on our website at (website). We are online at (website).	Action words can only be used for information, education, and/or entertainment. They cannot be used to encourage viewers to contact you about your business specifically. You can also include your website passively in a lower third and the credits of the program.
Contact us for pricing, information about our business, or operating hours.	If you have questions about this video program or about (product or service) in general, please feel free to reach out to (person) at (email or phone).	Soliciting contact based on pricing or sales is off limits but opening up a dialogue about a product or service is welcome. Our focus is always education and information.
Mention this show when you come in and get a (discount or free) (product or service).		There isn't an alternative phrasing for this one, it just is off limits altogether. This would be directly linking the video program and a financial gain for your business.