LoftyBiz Ad Claims Checklist

Audit one ad: every claim, the proof you would show, conditions beside the price, and what to do if an ad is rejected.

Example figures. General education, not legal or tax advice. Rules differ by country and platform. These are examples, not promises.

How to use this checklist

Take your current ad, or the one you are about to run. Underline every claim. Next to each one, write what you would show if someone asked for proof. If you have nothing, rewrite the sentence. Then look for any condition that changes the deal — a minimum term, an extra fee or an end date — and move it right beside the price or promise it affects. Rules differ by country and platform, so check with a local professional for your situation.

1. Every claim, and the proof you would show

One row per claim. The first row is a worked example from the video (Thandiwe's skincare ad). It is an illustration, not a result you should expect.

Claim in the ad	What I would show as proof	Keep / rewrite / remove
EXAMPLE: "Clears breakouts in seven days"	Nothing on file — no study, and no way to show it for everyone. Rewritten to: "A gentle balm made for skin that feels irritated."	Rewrite

2. Conditions that change the deal

If a condition changes the price or the promise (a minimum term, an extra fee, or an end date), it belongs next to the claim, not in tiny letters underneath. The first row is a worked example from the video (Rasmus's coaching ad). It is an illustration, not a result you should expect.

Price or promise	Condition that changes the deal	Is it next to the claim?
EXAMPLE: "Coaching from $49"	$49 was only on a 12-month plan. Month-to-month was $79. After: both prices sit next to the claim.	No → Yes

3. Reviews, testimonials and gifts

#	Check	Yes / No / Notes
1	I am sharing a mix of comments, not only the most glowing ones	
2	I have kept screenshots with the dates	
3	I have not edited a customer's words	
4	If something was a gift, the post says so clearly	
5	Testimonials that show a result are labelled with the time it took, and with "Results vary from person to person."	

4. Sale prices and end dates

A sale should compare against a price you have actually charged, and an offer should have a fixed end date. The first row is a worked example from the video. It is an illustration, not a result you should expect.

Usual price	Sale price	Sale start	Sale end	Honest?
EXAMPLE: $28	$22 for two weeks (not "50% off" a $56 price she had never charged)	A set start date	A set end date	Yes

5. If an ad is rejected

Read the reason, fix the actual problem, then appeal or resubmit once. Do not open new accounts or play with spelling to slip past the review. Keep a short note so the same mistake does not come back.

Date	Reason given	What I changed	Resubmitted once?

Worked examples from the video (illustrations only)

Thandiwe (small-batch skincare, Richmond): usual price $28; honest sale $22 for two weeks, with the dates on the ad. She dropped "dermatologist approved" (it came from a friend who was a nurse) and added a plain ingredient list after a customer asked what "natural" meant.
Rasmus (personal trainer, Reno): coaching from $49 a month on a 12-month plan, or $79 month to month. He removed a weight-loss guarantee and offered a full refund in the first 14 days if a client was not happy with the coaching itself. Sign-ups dipped by about a fifth in the first month and had recovered by the third. These are examples, not promises.

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