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Case #194-2025: Administrative Closure - Send It Academy, LLC

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Direct Selling Self-Regulatory Council

Case #194-2025: Administrative Closure - Send It Academy, LLC

Company Description

Send It Academy, LLC (“Send It Academy” or the “Company”) is a direct selling company headquartered in Las Vegas, Nevada that offers an online educational platform with a variety of courses aimed at helping individuals develop skills for personal and professional growth.

Basis of Inquiry

The Direct Selling Self-Regulatory Council (“DSSRC”) is a national advertising self-regulation program administered by BBB National Programs. This inquiry was commenced by DSSRC pursuant to its ongoing independent monitoring of advertising and marketing claims in the direct selling industry.

DSSRC was concerned that the earnings claims listed below, which were disseminated on YouTube, Facebook, Instagram, and on the Company website, overstated the amount of income that can be earned by the typical Send It Academy salesforce member participating in the Company's business opportunity.

Earnings Claims

1. "💰 Unlock Earnings Potential: You'll be amazed by your earning potential. It's entirely possible to make profit on the 1st day by writing and sending letters and a remarkable \$ from the 2nd day and beyond! Are People Making Money? Absolutely! The course creator makes over \$5000 per month by sending letters, and her followers are achieving the same success." (May 2024)
2. "POV: Are you looking for a SIDE HUSTLE? \$50 - \$75 per hour writing envelopes? Want to learn how you can start the same side hustle to EARN \$7500+/-month?" (April 2024)
3. Video with copy stating "\$75 PER HOUR!!! Writing Envelopes" and caption stating "We are helping thousands in our community pay bills, get ahead, car payments, groceries etc.." (April 2024)
4. "Our course teaches you how to start earning up to **\$50-\$75+/-per hour** by writing letters to select large businesses!"
5. "I already have earned thousands of dollars implementing this strategy since I started in January." (April 2024)
6. "28 Letters a day = 4k possible a month" (August 2024)
7. "Uncapped income!"¹ (August 2024)
8. "POV you decided to quit that 9-5 that you hated and now make \$75 an hour working from home...Could you use an extra \$6000 a month for your bills?" (March 2024)
9. "Uncapped income potential" (April 2024)
10. "How to double your income writing letters." (August 2024)
11. "...I paid almost all my daughter's tuition this year with one of my cash outs last month...\$12K!!! I know it will not always be like that but in the last few months I have been able to pay our bills just with what was going to be a 'side hustle'" (August 2024)
12. Screenshot of cash prize of \$1,625.00 with copy stating "I just got my first drop this morning of 110 SC and turned it into \$1600!" (September 2024)

Company Position

Send It Academy promptly responded to DSSRC. The Company did not attempt to substantiate the earnings claims identified in the inquiry but, rather, took action to facilitate the removal of the claims at issue.

Send It Academy was successful in removing 12 of the 13 subject claims and informed DSSRC that it is in the process of revising the company website and removing the remaining online claim.

Send It Academy explained that it provides a range of courses designed to help individuals enhance their personal and professional skills.

The Company stated that among the key features offered in its portfolio of services include:

Diverse Course Offerings: Send It Academy provides programs in areas such as writing jobs, digital marketing, credit repair, and more, allowing learners to choose courses that align with their interests and career goals.

Adaptive Learning Technology: The platform utilizes technology that identifies obstacles to learning and automatically adapts to help each member succeed, ensuring a personalized learning experience.

Accessibility: Courses are accessible online or through the Send IT Academy app, enabling learning at home or on the go.

Community Support: Members gain access to a private community where they can share suggestions, techniques, and updates, fostering a collaborative learning environment.

Additional Resources: The academy offers free online classes, live training sessions, and resources on topics like business growth and promotion, included with the app purchase.

The Company informed DSSRC that it is currently evaluating its internal compliance processes to ensure that any earnings representations disseminated by its salesforce members comply with the applicable Federal Trade Commission (FTC) guidance and regulations. Send It Academy stated that it is committed to training all business opportunity participants to accurately disclose the income that can typically be expected by Company salesforce members.

Additionally, the Company expressed its dedication to increasing its monitoring bandwidth to provide additional oversight of claims that are associated with Send It Academy.

Administratively Closed Resolution

DSSRC concluded that the actions taken by Send It Academy to have the earnings claims at issue removed were necessary and appropriate.

According to the FTC Business Guidance Concerning Multi-Level Marketing, an MLM's or its participant's representations related to the business opportunity, including earnings claims, violate Section 5 of the FTC Act if they are material to consumers and false, misleading, or unsubstantiated. This is true wherever the representations are made, including on social media, in live presentations, in one-on-one conversations, or in any other medium. Any earnings claim should reflect what the typical person to whom the representation is directed is likely to achieve in income, profit, or appreciation. An MLM or participant making claims about MLM income must have a reasonable basis for the claims disseminated to current or prospective participants about the business opportunity at the time it makes the claims. A "reasonable basis" means reliable, empirical evidence that supports the claim, not subjective beliefs or personal anecdotes. It is deceptive to make claims without appropriate supporting evidence.²

Similarly, DSSRC has noted in previous self-regulatory inquiries that it is misleading for a direct selling company and/or its salesforce members to make any earnings claims unless the direct selling company and/or its salesforce members have a reasonable basis for the claim and have documentation that substantiates the claim at the time the claim is made.

More specifically, as stated in section 7 of its Guidance on Earnings Claims in the Direct Selling Industry ("the DSSRC Earnings Claims Guidance"), all earnings claims should be supported by substantiation demonstrating that the earnings communicated in the claim are accurate as to the individual or individuals depicted in the claim. Atypical earnings claims should also be accompanied by a clear and conspicuous disclosure regarding the income that can be generally expected by the typical salesforce member in the depicted scenario. Such claims should also be otherwise truthful and non-misleading.³

DSSRC also cautions direct selling companies and their independent salesforce members against the use of any words or images communicating that a direct selling business opportunity will result in earnings beyond what can be generally expected by the typical salesforce member in the circumstances depicted.

In conclusion, DSSRC found that Send It Academy made a bona fide, good-faith effort to address the concerns in this inquiry by removing all but one of the online claims at issue and is currently in the process of updating its website to reconcile the remaining claim. Based upon the actions taken by the Company in the spirit of voluntary self-regulation, the inquiry was administratively closed and DSSRC will continue to closely monitor earnings claims disseminated by Send It Academy.

Conclusion

DSSRC determined that Send It Academy made a good-faith effort to address its concerns by removing all but one of the online claims at issue and indicating that it is currently in the process of updating the company website to remove the remaining claim. Based upon these actions, the inquiry was administratively closed and DSSRC will continue to closely monitor earnings claims disseminated by the Company.

Company Statement

"Send It Academy is profoundly grateful to the Direct Selling Self-Regulatory Council ("DSSRC") and the outstanding DSSRC representatives with whom it has worked. Working with the DSSRC has been a tremendously beneficial process for us. We greatly respect the insights, expertise and guidance of the DSSRC regarding the matters involved in this inquiry and consider its input to be absolutely invaluable.

We have been delighted to work with the DSSRC to correct our corporate web page that made an inappropriate claim for our opportunity. Since its inception, Send It Academy has been committed to world-class regulatory compliance to insure that our Company, our Promoters, and our opportunity operate in a legally and regulatorily compliant basis. As it has always done, Send It Academy remains committed to best practices to insure compliance with state and federal laws.

In closing, Send It Academy wants to again express its gratitude and appreciation for the great work the DSSRC is doing to assist individual direct selling companies, as well as benefitting consumers and the entire direct selling industry."

(Case No. 194. Closed on 12/19/24)
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[1] This claim was disseminated twice by two different Company salesforce members in August 2024.

[2] Section 13 at <https://www.ftc.gov/business-guidance/resources/business-guidance-concerning-multi-level-marketing#deceptive>.

[3] Section 10 of the DSSRC Earnings Claims Guidance also notes that Depending on the level of success, some income claims and lifestyle claims may be so extraordinary that they cannot be effectively qualified by a disclosure of generally expected results.

2.23.25

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