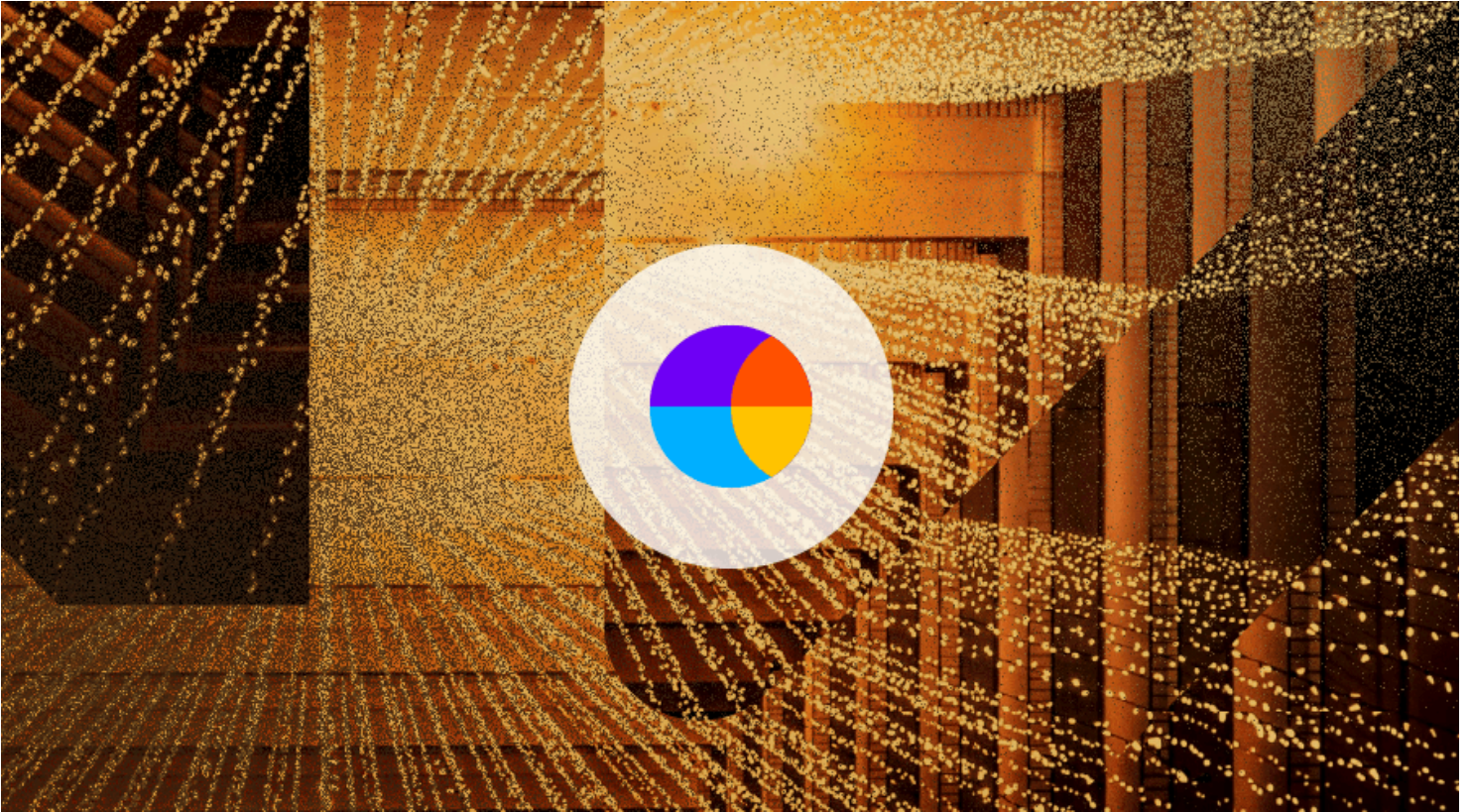


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# Case #234-2025: Administrative Closure - Send It Academy, LLC

## BBB NATIONAL PROGRAMS

Direct Selling Self-Regulatory Council

Case #234-2025: Administrative Closure - Send It Academy, LLC

## Company Description

Send It Academy, LLC. (“Send It Academy” or the “Company”) is a founded in 2024. The Company is an online educational platform that offers services to consumers demonstrating how they can earn money by writing letters.

## 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 in the direct selling marketplace and pertains to income claims disseminated by Company salesforce members.

The representative claims set forth below that formed the basis of this inquiry were disseminated on Facebook, Instagram, Bing, LinkedIn and TikTok.

### *Earnings Claims*

1. "If you're still questioning why I've been writing these letters for the last 6 months A large portion of the people I put on got paid yesterday and I Love it!! This Is my 5th payout"
  - Picture Attached to Post: Image depicting an email from LuckyLand Slots with a \$2,011.00 payment (July 2025)
2. "They truly want us all to be financially free so they have included so many trainings to bring in the wealth Ready, set, LETS GO!!!"(June 2025)
3. "#IncomeFreedom"(July 2025)
4. [0:25] "You're basically helping them stay compliant with the laws in their region, and in return they pay you five USD or seven Canadian dollars per letter that you write."
 

[00:40] "I write 10 to 12 letters per hour which on average is about \$50 USD or 70 Canadian dollars an hour"

Video Description: "#payingoffdebt #paidperletter..." (December 2024)
5. "That's \$6,284 CDN profit after my expenses, which totally blows my mind when I think about it!  
This opportunity has paid for my daughter and I to take a trip together to Cuba in a couple weeks time and has also already paid for the flights for the kids and myself to explore Edmonton, Banff and Jasper in September...  
I've ramped up my writing since the new year because I have goals baby! Our entire Albert/BC trip plus excursions will be paid for by July, and it WILL happen...#paidperletter" (February 2025)
6. "Ask me how I can help you reach financial freedom!..."
 

#financialfreedom" (January 2025)
7. "Getting paid without doing anything? How is that possible?? Let's talk about the "Send It Academy Matrix Explained"
  - Video attached to post:
    - [0:01] She has an income disclaimer and goes over it but I'm not sure if this is enough
    - [12:59] "If you're not a promoter, everyone can make money writing letters"
    - [14:08] "You are guaranteed basically to make money..." (April 2025)
8. "If I could show you a way to make \$50-\$75 an hour and you don't have to sell anything, have I caught your attention? This can change your life." (March 2024)
9. "That would make me \$2000 a week and \$104,000 for the year, just writing letters!!"
  - Description under video: "Want to make 6 figures writing letters? We can teach you how to get paid to write letters for \$5 a piece. Takes about 4 minutes to write the letter and envelope and can change your life. Wanna know how?" (January 2024)
10. "\$50-\$75 per hours writing envelopes"
  - Description under video: "Need a work from home job that pays! Earn \$50 an hour writing letters for us. You get paid \$5 per letter. I personally do between 12-15 each hour. Wanna know more" (December 2023)
11. "Want to make \$5 for every letter you write? Make \$50-\$75 an hour writings letters" AND "you can actually make between six and eight thousand dollars without posting." (December 2023)
12. "Make \$5 for every letter you write. This is a life changing opportunity." (December 2023)
13. "Who wants to make a living writing? We can help you get paid. Get Paid Per Letter!"(December 2023)
14. [1:32] "Every single last person here who gets started is making money"
 

[3:12] "Not only has it blessed us financially, I am able to help so many other people with their financial situations"

[4:06] "If you are looking to change your financial situation I can pretty much assure you that you're gonna find it here"

[4:48] I've been in this industry a long time, and I am more excited about this than I've ever been excited about any other pay plan out there, because it is sustainable for one...check match in it an it is absolutely phenomenal"

[6:37] If you can write, you can put a stamp on an envelope, and you can follow simple direct instructions on what somebody else did to make \$78,000 from home..."

[7:40] "I have been able to make enough money to pay off credit card debt. I have been able to pay cash for a car, and my favorite thing is when I go to the grocery store, I'm able to not be on a budget"

[9:10] "This has been a dream come true for me and my family, it has changed our financial situation...to just be able to live not struggling paycheck to paycheck has been a blessing"

[10:58] "We were able to go from literally fighting in December financially when we were in Las Vegas...to no we're able to our church more money than we ever thought possible, and go on almost one trip every month this year."

[11:18] "And for a high school drop out, this isn't bad either"

  - Man in video holds up his partner's hand, implying that he used money from Send it academy to pay for the ring

- [11:33] “Go out there, share, start writing these letters, get financial freedom, go start [indiscernible] and spend your days on lakes like we do” (June 2024)

15. “Earn \$50 an hour writing repetitive text...Escape your 9-5. Work when you want and where you want” (December 2023)

16. “#paidperletter...Be your own Boss.... We want to help you change your life” (May 2025)

17. “\$5,090 a month...

Can you write?

I can show you how to make that from home!!”

(May 2024)

## Company’s Position

Upon receipt of the Notice of Inquiry, Send It Academy promptly conducted a review of all 17 claims that were identified by DSSRC. In line with the Company’s internal compliance procedures, Send It Academy immediately reached out to the individuals responsible for the posts to explain the nature of the non-compliance and to request that the content be removed or appropriately modified.

As a result of these efforts, the Company successfully addressed all 17 claims in this inquiry — the claims were discontinued in their entirety.

In addition to Send It Academy’s corrective actions, the Company expressed a commitment to continue to reinforce a comprehensive compliance framework designed to educate, monitor, and support its salesforce regarding income claim requirements. The Company (a) provided additional compliance training to its salesforce members regarding earning claims, (b) implemented strong word searches to ensure that salesforce members avoid noncompliant language when uploading income claims, and (c) the Company held a meeting with its compliance monitoring service to ensure that they continue to properly monitor their Company and notify them if any misleading claims are uploaded.

Send It Academy reinforced its dedication to maintaining high standards of transparency and integrity in the marketplace.

## Administratively Resolved Resolution

DSSRC acknowledged Send It Academy’s actions in addressing the earnings claims at issue and concluded that the Company’s responsive actions were both necessary and appropriate.

In its review, DSSRC found that the earnings claims conveyed the impression that a typical Send It Academy salesforce member could achieve substantial or career-level income (e.g., claims of “full-time” income, “financial security,” or “financial freedom”) through participation in the Company’s business opportunity.

The FTC’s Business Guidance for Multi-Level Marketing (“FTC Guidance”) makes clear that any earnings representation must reflect what the average participant is likely to achieve. According to the FTC Guidance, references to unlimited income potential or career-level earnings are not typical of the experiences of most participants, and therefore such claims can mislead consumers. The FTC Guidance further emphasizes that income or lifestyle claims must be supported by reliable, empirical evidence showing that the typical participant is likely to earn the amount represented.<sup>1</sup> Thus, disseminating atypical earnings claims may create a deceptive impression about the business opportunity. In this regard, if a participant in an MLM or direct selling opportunity makes an income or earning claim they must have a reasonable basis for making such claims. This includes “reliable, empirical evidence demonstrating that the typical person in the group . . . is likely to realize . . . an amount equal to or greater than that conveyed by the earnings or lifestyle claim.”<sup>2</sup>

The DSSRC Guidance on Earnings Claims for the Direct Selling Industry provides similar direction. It cautions companies and salesforce members against using language or imagery that suggests income levels beyond what the average participant can reasonably expect. The DSSRC Guidance also highlights certain terms as particularly high risk for misleading consumers, including “unlimited income” and “financial freedom.”<sup>3</sup>

In prior inquiries, DSSRC has determined that aspirational income claims — such as references to “financial freedom” — when used without clear qualification, create ambiguity for consumers and prospective salesforce members. Without appropriate context, it is reasonable for individuals to interpret the phrase “financial freedom” literally, as suggesting that participation in the direct selling opportunity will eliminate financial concerns or provide a substantial, life-changing level of income.

In response to this inquiry, Send It Academy took corrective action by reaching out to the salesforce members responsible for the identified claims and further implementing compliance techniques within their salesforce. As a result, the Company successfully removed all 17 social media posts.

**Conclusion**

Based upon Send It Academy's good faith efforts to modify and remove the 17 claims identified by DSSRC in this inquiry, DSSRC administratively closed its inquiry.

(Case #234 Closed on 10/16/25)  
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[1] *See* Fed. Trade Comm'n, Business Guidance Concerning Multi-Level Marketing, Section 13 (April 2024)  
<https://www.ftc.gov/business-guidance/resources/business-guidance-concerning-multi-level-marketing#deceptive>.

[2] *Id.*

[3] Direct Selling Self-Regulatory Council, Guidance on Earnings Claims for the Direct Selling Industry, Section 6(A)(2022).  
[dssrc\\_guidanceonearningsclaimsforthedirectsellingindustry.pdf](#)

November 17, 2025

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