

## Spiritual Water Distributor Media Relations Policy

### Introduction:

As a successful independent distributor, you have opportunities to promote news about your business and your belief in Spiritual Water™ through local community newspapers, TV, radio stations, local media or any type of advertising that you may approach. It is important for you to understand that you do not represent Spiritual Water's corporate position, you represent your own personal experience with Spiritual Water and your role as an independent Spiritual Water distributor.

### General Media Policy:

Spiritual Water wants you to receive personal media coverage success, but also wants you to recognize when you may need to contact Spiritual Water's corporate public relations office.

You should contact Spiritual Water PR:

- When the story has national potential
- If the story calls for a wider company/product perspective
- When asked about corporate sales figures or business strategy -- DO NOT disclose or project financial figures.

**Stick to the facts:** Be honest. Focus on your *personal* experiences with Spiritual Water and stay away from curative claims. The benefits you receive from Spiritual Water are unique to you.

**Celebrate your business:** Be sure to emphasize your position as a local independent business owner and distributor for Spiritual Water.

**Be a smart business promoter:** Make sure the reporter spells your name and the name of the company and product correctly: Spiritual Brands, Inc. and Spiritual Water™. Give the reporter your card. Mention your Web site and make sure the reporter has your Web site address.

**Never say "no comment":** If you feel you cannot answer a question, make sure the reporter understands why.

**Use common sense:** Above all, trust your gut instinct. If something doesn't feel right, don't do it. Stay positive and remember why you're working with the media in the first place – you are an influential, independent distributor for Spiritual Water and you want to share your work with others.

**Share your success:** Send a copy of the article or tape of the interview to Spiritual Water's by emailed to [support@spiritualH2O.com](mailto:support@spiritualH2O.com) or U.S. mail to: Spiritual Water Public Relations, 4301 South Flamingo Road #103-204, Davie, FL 33330.

If you have further questions on the Spiritual Water Distributor Media Policy, please contact us here.