

Advertising and Self-Representation Checklist

Use the checklist below to conduct a self-review of your advertising and self-representation practices, identifying how your practices align with CRPO's Professional Practice Standards on Advertising and Representing Yourself and Your Services (section 6.2).

How to use this checklist

Find a document (e.g. business card, professional bio, pamphlet) or web page (e.g. from your own website, online ad, professional services directory, professional social media page) where you recently advertised or represented your services, and have it open in front of you. Working through each item in the checklist, review the document or web page and consider whether it is meeting the requirements.

Read each item in the list carefully. Depending on the nature and/or purpose of the material where you advertised or represented yourself or your services, items in the checklist may not apply.

Name of document or web page:	Summary:
Date Reviewed:	
Reviewer name or initials:	

Advertising Checklist	Comments
Where the Member or the Member's services are advertised or otherwise represented, the content:	
<input type="checkbox"/> Accurately communicates the Member's professional designation	
<input type="checkbox"/> Is verifiable	
<input type="checkbox"/> Does NOT create false or unjustified expectations of favorable results	
<input type="checkbox"/> Does NOT imply or state guarantees of success	
<input type="checkbox"/> Does NOT appeal to a person's fears	
<input type="checkbox"/> Does NOT contain superlative or comparative terms, such as "best outcomes", "most reliable methods" or any other words suggesting that the Member's service is of a higher quality than that of other professionals	
<input type="checkbox"/> Does NOT imply or suggest that the Member is recognized by CRPO as a specialist in an area of practice or in a therapeutic approach	
<input type="checkbox"/> Does NOT include use of client, former client, peer or other person's testimonials	
Where the Member or the Member's services are advertised or otherwise represented, the content:	
<input type="checkbox"/> The recipient of the solicitation is advised of the purpose of communications	
<input type="checkbox"/> The recipient of the solicitation may unsubscribe or end communications immediately or at any time	