

# Nick Berry

## Lead Generation Compliance Checklist for 2025

### ✓ TCPA Compliance (Telephone Consumer Protection Act)

- Have **written consent** before calling or texting a prospect.
- Avoid using **auto-dialers** for cell phones without consent.
- Do **not** use prerecorded messages for outbound calls unless legally permitted.
- Maintain **proof of opt-ins** for all leads.
- Honor **opt-out requests immediately**—no exceptions.

### ✓ DNC Compliance (Do Not Call Registry)

- Check all call lists against the **National DNC Registry** before dialing.
- Use the **90-Day Rule**—only call leads who inquired within the last 90 days.
- Only call **existing customers** about their current policies (not new sales) unless you have permission.
- Keep a **company-specific DNC list** for people who opt out.

### ✓ Email Compliance (CAN-SPAM Act)

- Use a **real sender name and email address**—no misleading information.
- Include a **clear and easy opt-out link** in every email.
- Process **unsubscribe requests within 10 days**.
- Avoid misleading subject lines or deceptive content.
- Authenticate your email domain with **SPF, DKIM, and DMARC**.

### ✓ Text Message Compliance

- Register your number for **A2P 10DLC** to prevent message blocking.
- Only send texts to people who have **explicitly opted in**.

- Provide a **clear opt-out option** (“Reply STOP to unsubscribe”).
- Use **branded links** instead of generic shorteners like Bitty.
- Avoid sending **high-frequency** or overly promotional messages.

#### ✔ Domain & Phone Number Authentication

- Set up **SPF, DKIM, and DMARC** to improve email deliverability.
- Verify **A2P 10DLC registration** for business texting.
- Monitor **email reputation scores** to avoid being blacklisted.
- Use a **trusted SMS provider** that follows compliance rules.

#### ✔ Lead Source Verification

- Only buy leads from **reputable vendors** who provide **proof of consent**.
- Verify that leads were collected **ethically and legally**.
- Avoid using **scraped or third-party data lists**.
- Keep **records of opt-ins** for all lead sources.

#### ✔ Internal Compliance Practices

- Train your team on **TCPA, DNC, and email/text compliance**.
- Document **customer interactions and consent records**.
- Use **call tracking** to ensure compliance with calling rules.
- Regularly audit **lead generation** practices to prevent violations.