

Exclusive Course

10-Day Copywriting Challenge

Day 7

By

**Jimmy D. Brown & Paul Evans
Benchmark Publishing, LLC**

<http://www.nicheology.com>

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Day #7: Promise

A moment ago I told you that another common objection people raise has to do with a money-back guarantee.

The objection is usually something along the lines of, "What if this doesn't work for me?"

And your answer is: "You'll get your money back."

This is your promise... your guarantee. It's also referred to as a risk-reversal, because it takes the risk off your buyer and puts it squarely on your shoulders. And that means your buyer has nothing to lose by ordering from you.

The purpose of an offering a promise is to help ease your prospect's mind and remove any major objections. The benefit to you is that a strong promise often boosts your conversion rate. Better yet, a long guarantee often reduces your refund rate!

Bottom line, you put (and keep) more money in your pocket!

Tip: Why does a long guarantee reduce the refund rate? Simple: Because the longer period of time a prospect has to try out your product, the less rushed he feels to ask for a refund.

Example: Let's say you offer a one week money-back guarantee. The buyer may not have a chance to look at or use your product. Suddenly six days have passed without him looking at it, so your buyer panics and asks for a refund.

Now imagine if you offer a three-month guarantee. Your buyer doesn't feel rushed. And that means he's not going to ask for a panic-induced, "I'm running out of time" refund. As such, you enjoy a lower refund rate when you offer a longer guarantee!

Here then are the keys to creating your promise...

Get Crystal Clear

Tell your prospect the exact terms of your guarantee, including:

- **Length:** How long do they have to take advantage of the guarantee?

- **Conditions:** Are you offering a conditional or unconditional (no questions asked) guarantee?
- **Procedure:** How do they get their guarantee? Do they need to send something back? Is it as easy as emailing you?

Show Confidence With a Strong Guarantee

As mentioned above, a long guarantee will reduce your refund rate. What's more, an overall strong guarantee will boost your conversion rate.

Here are some tips:

- ➔ **Offer a guarantee of at least one month.** The longer, of course, the better. So if your payment processor doesn't have any restrictions, then offer a longer guarantee.
- ➔ **Write a strong guarantee.** Don't just tell your prospects that you offer a "money back" guarantee. Instead, tell them you offer (for example) an "iron-clad, no-questions-asked 90 day guarantee," which makes their purchase completely risk free. Or, "If you don't lose 20 pounds, the program is free!"

Read on for a way to make your guarantee exceptionally strong...

Raise Eyebrows with an Unusual Guarantee

Instead of offering a regular money-back guarantee, you can offer something unusual. For example:

- ➔ **Offer a "double your money back" guarantee.** You may offer two guarantees. One is the unconditional money-back guarantee. The second is a conditional guarantee where you offer more than the purchase price based on provable claims showing that the buyer tried the product and it didn't work.

Example: If you're selling a diet product, for example, you could ask buyers to turn over their food and fitness journals. If they followed your program and they didn't lose weight, you could offer double their money back.

- **Let them keep the bonus.** Here you offer an unconditional money back guarantee. And even if they ask for a refund, they still get to keep the bonus products as your way of saying “thank you” for giving your product a try.
- **Let them keep the product.** An even stronger guarantee is to let them keep the product if they ask for a refund.

Note: You can even offer this sort of guarantee with downloadable products (like ebooks), where obviously the buyer keeps the product anyway. You’re basically stating the obvious, and yet some marketers suggest that it reduces refund rates. Test it for yourself and see if it doesn’t work for you too!

Keep it Hassle-Free

Finally, you want to assure the buyer that he won’t have to jump through any hoops in order to get his refund. That’s because buyers have experienced or heard about horror stories where you have to call and practically beg or argue with the vendor just to get the refund.

So, make it easy, like this:

Example: “...And if you ever need to take advantage of this guarantee, simply drop me an email with your receipt number and I’ll process your refund in 24 hours, no questions asked.”

Now let me give you a couple examples of guarantees that incorporate these keys...

Example #1:

Your Satisfaction is Guaranteed!

Order now and download instantly. You’ll then have the next 60 days to read every word, apply every tip and prove to yourself that these weight loss tips really work. If you don’t absolutely agree that this program is the quickest and easiest path to losing weight - or if you’re unsatisfied for any reason - all you have to do is send me your receipt via email and I’ll give you a full refund, no questions asked.

This is a completely risk-free offer, so order now!

Example #2:

It Works - Or You Get Double Your Money Back!

I'm so confident in this product that I'll happily give double your money back if it doesn't work for you.

All you have to do is send me your daily journals that detail what you ate and what exercise you completed every day. If you followed the program and didn't lose at least 20 pounds, you get double your money back. It's as simple as that - and I can't be any more fair - so order now because it's guaranteed to work for you!

Example #3:

My Promise to You

Go ahead and order this treadmill now, risk free. Once it arrives at your home, you have a full 30 days to use. If you're unsatisfied for any reason, all you have to do is ship it back to me and I'll refund your money - I'll even pay for the shipping!

And that's not all...

Earlier I promised you that this treadmill would get you in shape and keep you in shape. That's why I stand behind this product and offer a full ten-year warranty. I don't care if you and everyone in your family use this treadmill three times per day, every day - if it breaks, I'll fix it for free.

You won't find a better treadmill at a better price with a stronger guarantee, so order now!

Please see the next page for today's assignment...

Assignment: Day #7

Here's your assignment for today:

- Have you chosen a payment processor yet? If so, check with your payment processor to see what sort of restrictions they place on your guarantee.
- Next, check your local laws and regulations to see if there are any local regulations you need to follow. The good news is that any guarantee you create will likely be longer and stronger than what the law calls for.
- Your next step is to decide if you'd like to offer any sort of unusual guarantee, such as a conditional "double your money back" guarantee alongside a regular unconditional guarantee. If you do offer a conditional guarantee, just make sure that the "proof" you require from your buyers isn't too easy to fake.
- Once you've gathered all this information, the final part of your assignment is to write your guarantee. You can make it easy on yourself by using the included templates!

God bless,
Jimmy D. Brown & Paul Evans