


GUARANTEES WORTH THEIR
WEIGHT IN GOLD 

"IF YOU DONT ACHIEVE X IN Y TIME WE WILL..."

X. Pick Your Guarantees: _____

- Unconditional Guarantee
 - No Questions Asked
 - "I'm not asking you to say yes or no today, im asking you to make an informed decision"
 - "Both decisions are risk free, but only one of them will help you achieve your goal, so which risk free decision do you think will be more likely to get you to where you want to go in 6 weeks?"
- Conditional Guarantees: should always be "better than money back"
 - Always match the guarantee terms with the activation points in your program---what does someone actually have to do to be successful, make those the terms
 - Examples:
 - Outsized refund (2-3x cost of product/program/service)
 - Service Guarantee (keep working w them for free)
 - Modified Service Guarantee (keep working for double the time free)
 - Credit Based Guarantee (give them credit towards other programs)
 - Personal Service guarantee (you will help them 1-1 until they reach it)
 - Hotel & Airfare (you will refund them the program and the cost of hotel & airfare)
 - Wage Payment (we will pay you your hourly rate for every hour spent with us on top of the cost of the program)
 - Release of Commitment (they do not have to stay in their contract)
 - Delayed Second Payment (You won't bill them again until *after* they make or get their first outcome)
 - First Outcome Guarantee (You continue to pay their ancillary costs (ad spend, hotel, etc) until they reach their first outcome)
- Anti-Guarantees: All sales are final, best for exploding opportunity and high level services.
- Implied Guarantees (Performance/Revshares)
 - Performance: A) ...Only pay me \$XXX per sale/ \$XXX per show B) \$XX per Lb Lost
 - Revshare: A) 10% of top line revenue B) 20% profit share C) 25% of revenue growth from baseline

- Profit-Share: A) X% of profit B) X% of Gross Profit
- Stacking Guarantees
 - Option A: Pick a conditional and unconditional guarantee and put them together
 - Option B: Pick two conditional guarantees around small & big outcome with differing terms
 - Option C: Pick two conditional guarantees with same terms but short and long timelines to show what they could achieve