

# Assignment Five: Your “No Brainer” Guarantee

The Guarantee is where we reverse all risk and make buying the product a “No Brainer” for our avatar.

One of my Haddadisms is “I want my customer to feel like they’re RIPPING ME OFF by giving me their money.”

To do that we’ve got to reverse all the risk.

## Two Kinds Of Guarantees . . .

### 1. The Non-Conditional Guarantee . . .

“If for any reason you aren’t satisfied, simply let me know within 30 days for a prompt and courteous refund.”

In this kind of guarantee they can get their money back for ANY reason.

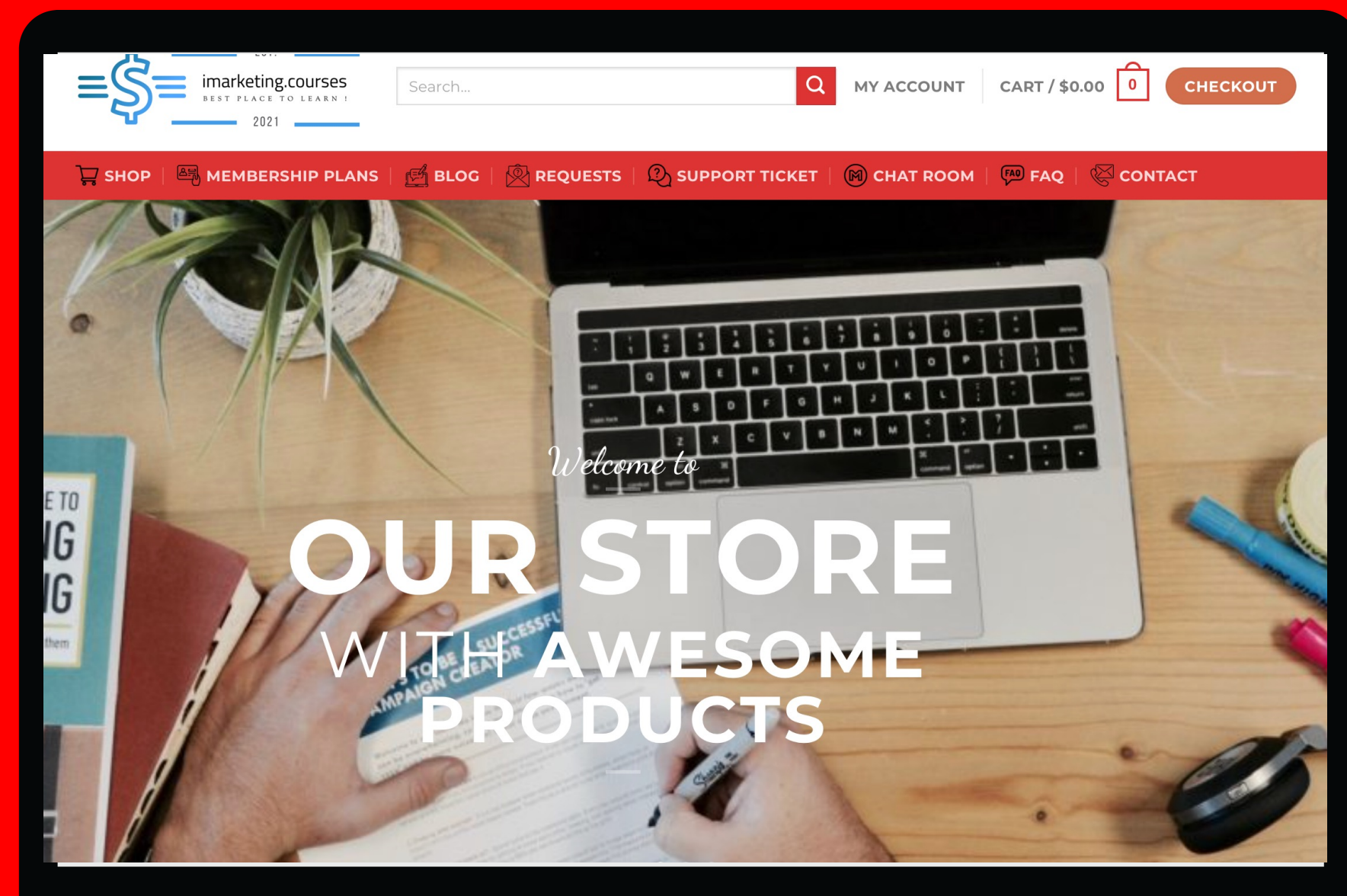
### 2. The Conditional Guarantee . . .

Buy the system, read it, use it, start experiencing the incredible results. If you honestly do what the system says and don’t get results in the next 60 days, let me know and I’ll PERSONALLY COACH YOU until you do get results. If you STILL aren’t satisfied you’ll get your money back (and I’ll buy you a pizza too.)

In this kind of guarantee your prospect has to DO something in order to get the guarantee. Often times with a conditional guarantee I like to “throw in” some kind of “better than money back” bonus. Either they get additional cash if I can’t get them results, or they get to keep the product anyway, or they get some kind of special bonus.

## Guarantee Rules . . .

1. The LONGER the guarantee you can offer, the better.
2. Use POSITIVE language (don’t say “I know you’ve been ripped off before.”)
3. ALWAYS have a non-conditional guarantee. Consider adding a conditional guarantee to “Sweeten the pot.”



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## Assignment - Guarantee

Come up with the most generous guarantee you can actually fulfill.

Think of the “Positive Language” you’re going to use in your guarantee and write out a “Draft version” of your guarantee to use.

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