

## 15 Ways to Express a Guarantee

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### 1. *The simple guarantee.*

- Your Satisfaction is Guaranteed!

You have a full 90 days to try it out risk free. If you're not absolutely satisfied with this product, simply email me for a full, prompt and courteous refund!

- You'll Love This Course - Guaranteed!

Your satisfaction is 100% guaranteed! Simply look over this course for the next 60 days risk free. If you're not absolutely thrilled with these strategies, call me at 1-800-xxx-xxxx and I'll cheerfully refund every penny!

- Love It Or Your Money Back!

Order with confidence! If you're not 100% thrilled with my product, simply let me know within 60 days and I'll cheerfully refund every penny!

### 2. *The unconditional, "no questions asked" guarantee.*

- Your No Quibble, No Hassle Guarantee

Go ahead and download the product right now. Try out every tip, trick and strategy for the next 60 days. If you're not absolutely convinced that this is the course that will finally turn you into a professional photographer, I'll buy the course back from you -- no hassle, no quibble, no kidding!

- My Iron-Clad Promise to You

Buy with confidence! If you're not satisfied with your dog training DVDs for ANY reason, simply mail them back to me and I'll issue you a prompt and courteous refund - NO QUESTIONS ASKED!

- Your No-Questions-Asked Promise!

I know you've seen "no questions asked" guarantees before. And maybe they didn't ask questions but they sure made you jump through a lot of hoops to get your money back.

Here's the thing: If you're not completely satisfied with this product for any reason, you'll get your money back with 24 hours - guaranteed. No hassle, no hoops and no questions. Fair enough?

### *3. The conditional guarantee.*

- Lose 10 Pounds Or It's FREE!

Go ahead and download this amazing weight-loss course right now. If you follow the diet plan and you don't lose 10 pounds in the next 30 days, I'll refund every penny - guaranteed! Simply send me your food log and I'll send you your refund - simple as that!

- Make \$1500 - Guaranteed!

Buy with confidence! If you don't make at least \$1500 buying and selling on Craigslist.org in the next 60 days, I'll buy this course back from you! All you have to do is send me a detailed log of your ads - if I can't help you tweak those ads so that you make at least \$1500, I'll refund you money!

- Get Results - Or Get Your Money Back!

I guarantee your dog will be housebroken in just 72 hours from now - or the course is free! Simply send me your housebreaking log showing when you took the dog out and when she was kenneled and I'll send you your money back. Simple as that!

#### *4. The conditional "try this or double your money back" guarantee.*

- I'll Give You \$100 If You Don't Get Results

Here's my rock solid guarantee: If you use my exact AdSense blueprint and don't put at least \$500 in your pocket in the next 30 days, I'll not only buy the course back from you, I'll give you \$100 for your troubles! Just send me a video of your AdSense account showing your campaign stats and I'll send you double your money back!

- You'll Get \$50 In Your PayPal Account If This Doesn't Work for You!

I'm so sure you'll lose ten pounds in 30 days using my plan that I'll give you \$50 if I'm wrong! Simply send me your before and after pics, measurements and food log - and if you haven't lost 10 pounds, I'll send you double your money back!

- Get a Client or Get Double Your Money Back - Either Way, You WIN!

I'm so confident that you'll find your first client within 30 days that I'll give you double your money back if I'm wrong! Simply send me the direct response letter you sent

along with proof of every address you sent it to and I'll send you \$500!

### *5. The conditional / unconditional hybrid guarantee.*

- Your Satisfaction is Guaranteed!

If you're unsatisfied for any reason, simply email me for a prompt and courteous refund. PLUS if you show me proof that you tried my plan and you didn't make at least \$500 in 30 days, I'll give you DOUBLE your money back! I can't be any more fair than that!

- You'll Save Money - Or I'll Give You \$25 Out of My Own Pocket!

If you're unsatisfied for any reason, you'll get your money back promptly and cheerfully. PLUS if you send me your shopping lists and grocery receipts from the past month as proof that you didn't save at least \$250 using my advice, I'll give you double your money back!

- Get Results or Get Paid!

If you're unsatisfied for ANY reason, all you have to do is email me for a no quibble, no hassle, no questions asked refund! PLUS if you send me proof that your sales letter isn't converting at least 1% of your visitors, I'll give you double your money back!

## 6. The unconditional “keep the bonuses” guarantee.

- Your Satisfaction Guaranteed

I’m so confident that you’ll be absolutely thrilled with your PLR site membership that I’m backing this offer with a 100% money back guarantee. If you’re not thrilled for any reason, email me within 60 days and I’ll issue a prompt refund... and you can keep the bonuses as my way of saying thanks for trying out the site!

- 100% Money Back Guarantee

If you’re not thrilled with this home remodeling information for ANY reason, just email me within 90 days and I’ll cheerfully refund your money. Plus you can keep the bonus DVDs as my way of saying thank you!

- My Promise to You

I’m so confident that you’ll absolutely love learning about organic gardening that I’m offering you a 60 days, no questions asked satisfaction guarantee. Plus you can keep the bonus “Growing Organic Roses” book as my way of saying thank you for trying out the offer!

## 7. The conditional “keep the bonuses” guarantee.

- Get Your Press Releases Printed – Guaranteed!

I’m so sure this course will help you get your press releases into your local media within 60 days that I’m putting my money where my mouth is! Simply send me your press releases, cover letters and your certified mail receipts and I’ll send you your money back! Plus you can

keep the bonus headline-writing course as my way of thank you for trying "Press Release Magic Templates!"

- Your Child Will Pass Algebra - Guaranteed!

I guarantee that "Algebra Made Easy" will give your child a passing Algebra grade - if it doesn't you get your money back any time within the 90 days! Simply send me your child's test scores along with proof that your child completed the "Algebra Made Easy" homework and I'll refund your money. Plus you can keep the workbook as my way of saying thank you for trying the course!

- Learn to Speak French - Guaranteed!

I guarantee this course will give you a working knowledge of the French language so that you can visit France without fear. If I'm wrong, all you have to do is send me your workbook within the next 60 days as proof that you completed the course and I'll send you your money back. Plus you can keep the bonus audio files just for trying out the course!

## 8. The "ship it back at my expense" guarantee.

- Your Satisfaction is Guaranteed!

If you're unsatisfied with this course for any reason, simply ship it back to me within the next 60 days and I'll issue a prompt and courteous refund. I'll even refund you for shipping expenses!

- You Love It Or I'll Pay You to Send it Back!

My guarantee is simple: Either you love this course or I'll refund every penny if you contact me within 90 days - I'll even pay for your shipping costs!

- Love It Or Get a Full Refund - I'll Even Pay for Shipping!

If you aren't absolutely thrilled with this product, simply ship it back at my expense within the next 90 days and I'll issue you a cheerful refund... no questions asked!

### *9. The "keep the product AND the bonuses" guarantee (for non-protected, downloadable products).*

- Love It or It's FREE!

If you don't absolutely love this course - and if you don't agree that it's the best jewelry-making course you've ever seen - then simply contact me within 90 days and I'll refund your money. And you can keep the course and ALL the bonuses for your trouble!

- My Rock Solid Guarantee

I'm so sure that you'll agree that this is the best charity fundraising course you've ever seen that I'm backing it by my 60 day rock-solid guarantee. If you're unsatisfied for any reason, simply email me and I'll refund your money - not questions asked. And you can keep the course and all the bonuses!



- You're Gonna Love It - Guaranteed!

If you're not absolutely thrilled with this self-defense video series, it's FREE! That's right, simply email me within the next 90 days letting me know why you didn't like the course and I'll send you your refund immediately. You can keep the course and ALL the bonuses for your trouble!

## *10. The lifetime guarantee (conditional or unconditional).*

- Lifetime Guarantee

Download this course and take all the time you need to look it over. You're backed by a lifetime guarantee - if you're ever unsatisfied at any time for any reason, just contact me for a prompt and courteous refund.

- This Software is Free of Bugs - Guaranteed!

Order your software now and put it to use immediately. If it ever stops working or if you ever find a bug, I'll refund every penny. Doesn't matter if it happens next week or next year... you're backed by my rock-solid lifetime guarantee!

- My Promise to You

Writing and publishing your first fiction book isn't something that happens overnight. And that's why I don't want you to feel rushed. So here my lifetime guarantee promise to you: If you're unsatisfied with this course at any time for any reason, I'll promptly refund your money - no questions asked!



## *11. The lifetime guarantee with free upgrades.*

- Love It Or It's Free - Plus FREE Upgrades for Life!

I'm so sure this blog script will do everything I've said and more that I'm backing it with my lifetime guarantee. If you're unsatisfied at any time for any reason, contact me and I'll buy the script back from you - no questions asked! Plus when you order now you're guaranteed to get FREE upgrades for life!

- You Get a Lifetime Satisfaction Guarantee Plus FREE Upgrades!

I'm so confident that this online marketing course will finally give you the ability to quit your day job that I'm backing it with my famous "Is This Dude Crazy?" LIFETIME guarantee! You can return the course for a full refund at any time for any reason. Plus you'll get free upgrades to the course for as long as you're a customer!

- Your Satisfaction Guaranteed - FOR LIFE!

My promise to you is simple: If you're unsatisfied at ANY time with this "London Walking Tours" guidebook for any reason, I'll buy it back from you - no questions asked! Plus every time I release a new version of the book, you'll get the latest version FREE for as long as you're a customer!

## *12. An unconditional yet results-oriented guarantee (i.e. remind prospect of benefits they'll receive).*

- Get More Energy Or Get Your Money Back

I'm so sure this amazing diet plan will give you more energy that I'm backing it with my 60 day money-back guarantee. If you're not hopping out of bed in the morning with a burst of energy, blasting through your lunch hour and feeling good right through until bedtime, I'll refund your money promptly!

- Build a Winning Kite Or Get Your Money Back

My promise to you is rock-solid and simple: If this course doesn't teach you the quick and easy way to build the most beautiful, highest flying kite for your next competition, I'll cheerfully refund every penny!

- The Nursing Home Decision Made Easy - Guaranteed

I know this is a tough time for you and your loved ones. That's why I'm make you this promise: If you don't think this book alleviates your anxiety and makes it easy for you to make a decision about your loved one's long term care, I'll refund every penny... guaranteed.

## *13. The "free trial" or "low-cost trial" guarantee.*

- Try It Free For One Week!

Your satisfaction is 100% guaranteed. In fact I'm so sure that this book will help you beat insomnia that I'm willing to put all the risk on my shoulders. You can download the ebook right now without strings or obligation. Look it

over, try out the strategies and see if this book doesn't help you sleep better. If you don't agree that these strategies will give you a better night's sleep, simply contact me within the next seven days and you won't be billed. Fair enough?

- Just \$1 If You Act Now

I'm so sure you'll love your membership in our recipe club that I'm willing to put my money where my mouth is. Join now for just \$1. Try out these recipes for a full 30 days. If you love it - and I'm sure you will - then do nothing. Your credit card will be billed for the 2nd month and you'll get uninterrupted access to the member's site. If you're unsatisfied for any reason, simply contact me within 29 days and I'll cancel your membership - simple as that! I guarantee you'll be cooking like a gourmet chef in no time...

- Try It Risk Free for 30 Days!

Usually this is the place where you hear about the money back guarantee. But I say why should you have to jump through hoops to get YOUR money back? So here's what I'm going to do for you: Join now and you pay NOTHING for the first month. If you're not absolutely thrilled with these DVDs, simply send them back within 29 days and you won't be billed. Simple as that.

## 14. *The low-price guarantee.*

- Your Low Price Guarantee

Act now and you'll lock in your low price of just \$27 a month for this PLR membership site. I guarantee you'll never pay more - and if I ever drop the price, you'll automatically be switched to the new lower rate plan!

- The "Why Pay More?" Guarantee

You've found the lowest price on this product anywhere on the 'Net - in fact I guarantee it! If you find a lower price anywhere online in the next 30 days, I'll cheerfully pay DOUBLE the difference!

- My Promise to You: A Low Price, Guaranteed!

Go ahead and look around - you won't find this amazing course anywhere else for a better price. If you do, I'll cheerfully refund the difference any time in the next 60 days. Now that's a guarantee you can take to the bank!

## *15. The love-it-or-exchange-it guarantee.*

- It's Perfect... Or You Can Exchange It!

If you're not absolutely thrilled with this product for ANY reason, simply contact me within 60 days and I'll happily allow you to exchange it for one of similar value. Your satisfaction is my priority!

- It Works Or I'll Replace it at My Expense!

I guarantee this dog-training DVD will be free from defect. If there's even the slightest skip or odd sound on this disk, simply send it back to me within the next 90 days and I'll promptly send you a new DVD. I'll even pay for the shipping!

- Free Replacements for Life!

Watch this amazing DVD every day for ten years if you'd like ... without worry! If it ever wears out, scratches, breaks or otherwise stops working - even if it's your fault - I'll cheerfully replace it, no questions asked!