



## **Why You Should Offer Money-Back Guarantees by Margie Zable Fisher**

A money-back guarantee is not only a wise business decision, but a great P.R. strategy as well.

One of my favorite books of all time, *Getting Everything You Can Out of All You've Got*, by marketing guru Jay Abraham, includes an eye-opening chapter on money-back guarantees.

Jay Abraham believes that a money-back guarantee is critical to every marketer, because by offering a risk-free proposition, you are eliminating the primary obstacle to buying.

Are money-back guarantees only useful for products? Not at all. Some examples of money-back guarantees by professional service providers include:

An architect: If the client isn't happy at any stage of the project, the architect refunds all previously paid fees and re-performs the unsatisfactory work for free

A consultant: No checks will be cashed until the client agrees that the work is satisfactory

Wow! By now you might be saying, "Are you crazy? I'll be bankrupt in a week."

Not true, says Abraham. "Unless your product or service is flawed -- or just plain does not perform for the client -- the number of people taking you up on a refund guarantee is negligible." But you will see immediate benefits in sales.

To purchase this terrific book, click here: [http://zfpr.com/br\\_books.htm](http://zfpr.com/br_books.htm).

P.S. Don't forget to include guarantees in all of your marketing efforts.  
And watch your sales soar!

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