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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Why You Should Provide a Long-Term Guarantee**

**By Dennis Eppestine**

**Why You Should Provide a Long-Term Guarantee by Dennis Eppestine**

Providing a guarantee to your customers is plain good business. Would you want to buy something that the seller didn't even think was worth a guarantee? Me either!

If you believe in the product you're selling, then show it. Stand behind it all the way.

And provide a long-term guarantee! What's long-term? I think a guarantee should be at least for 3-6 months. A year would be even better! Why?

Well, have you ever bought an ebook, and downloaded it on your computer, then thought, "I'll read that later, I've got to do so-and-so right now."? Then 2 or 3 months later, you re-discover it? I certainly have!

I don't mean to, but sometimes I buy several books at once or just get too plain busy, and then don't read something I was desperate to own!

Now I'm not one to return a product. It's got to be REALLY BAD for me to want to return one. For one thing, I usually get at least SOMETHING from every product, no matter how bad. Secondly, I like to use the really bad ones as an example of what I DON'T want to do!

However, I HAVE returned one product since I started Internet Marketing. Whew - it was BAD! Anyway, what if you spend your very hard-earned money on something, and it's truly a

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bad, horrible product. It doesn't provide what it was advertised to provide; it's horribly written; it's just plain BAD!

As a matter of fact, it's so bad, you honestly feel taken. You ask for your money back, only to find – NO GUARANTEE! Or you bought the ebook or other product 45 days ago, and your guarantee ran out after 30 days!

Not only does this make you angry, but are ever going to buy from this person again? Of course not!

So be fair to your customers. Provide the kind of guarantee

YOU would want.

Dennis Eppestine operates his own websites  
at:<http://www.products4profits.com><http://www.1stmarketingtool.com><http://www.onestopguidetointernetmarketing.com>

### **"How To Write A Dynamite Guarantee For Your Sales Letters"**

**By Mike Jezek**

### **"How To Write A Dynamite Guarantee For Your Sales Letters" by Mike Jezek**

Ok, this is going to make some of you uneasy!  
In my work with clients I have come across some people who were leery of going all out with their Guarantee. And that's understandable. But let me tell you this...

A money-back guarantee on your offers will make your response soar. It will. And the more powerful, the more outrageous your money-back guarantee; the better your results will be! In fact, a powerful money guarantee has been shown to be a hot button in getting people to buy. One of the key reasons is that all people really want in life is S.E.X. S.E.X.?

Yes, people want Security, Essentials, and the Xtras of life. And in that order to. And a money-back guarantee is tied into giving people the security they want. After all, people are skeptical. Big time! So if your money-back guarantee is better than your competitors, odds are you are going to outperform your competitor.

So what kind of money-back guarantees can you use in your sales letter?

## Why You Should Provide a Long-Term Guarantee

First the bad news. You're only limited by your imagination relevant to your particular industry. Now, the good news. There are various guarantees you can immediately copy to skyrocket your sales letter's response rates. Here they are:

30 Day Money-Back Guarantee

60 Day Money-Back Guarantee

90 Day Money-Back Guarantee

1 Full Year Money-Back Guarantee

(Been said to get the best results and lowest returns.)

You can also give a money-back guarantee and allow your buyers to keep any free reports or bonuses they've received from their purchase.

You can have another company vouch for you that if you don't follow-through on your promise to give a money-back guarantee to a customer who requests one, then they will. (Clever!)

If you're a service business you can give a partial refund of services rendered or even give a refund of the entire purchase price. You can even provide a product instead as a

guarantee policy.

Another guarantee you can try- give one of the above guarantees along with \$10 or even \$50 extra. Just for people taking the time to test your offer. Yes, it's an outrageous and risky guarantee but it'll give you more leverage over your competition.

Graphic design pointers. Try adding your picture and signature to your guarantee to boost credibility. Put your guarantee in certificate form. Put the words guarantee in big bold letters that stand out.

Also, mention your guarantee at least three times throughout your sales letter. More if you have little to no testimonials.

You can even write your headline as an outrageous guarantee. Bottomline: Create a guarantee that far surpasses that of your competition and you'll achieve success.

Yours FREE: 10 Minute Sales Letter Critique by Direct Mail Copy & Sales Letter Specialist Mike Jezek. Yes, see if your sales letters are ready to unleash a buying frenzy with a free critique from Mike Jezek. Email: [miknlisa@gtcinternet.com](mailto:miknlisa@gtcinternet.com), [www.irresistiblecopywriting.com](http://www.irresistiblecopywriting.com)



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