

# W15

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*from*  
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## **11** ways to muscle up your guarantees

A guarantee indicates strongly that you're legit, writes marketing consultant Dean Rieck in DM News. It also helps lower the perceived risk your prospects feel about ordering what you are selling. Here are his pointers on 11 ways to build strong guarantees:

- **Make your guarantee visible**  
In a mailing package, Rieck suggests, it can appear in the letter (especially toward its end) and be repeated in a folder, on the order form and its tear-off stub, and in a stand-alone insert, such as a lift letter.
- **Use your guarantee to sell**  
For example, say something like: "Fill out your order form and mail it today. Try your XXXXX at our risk for 60 days. If you're not completely satisfied with it, ..."
- **Go above and beyond a ho-hum money-back promise**  
Test "Double your money back" ... "115% credit toward another product" ... "We won't bank your payment for 30 days" ... "If you feel unhappy with the XXXXX, tell us within 30 days, and we'll rush your payment back to you" ... or some other unusual, attention-riveting statement.
- **Make your guarantee powerful**  
Use copy like "Unconditionally guaranteed" ... "No-risk guarantee" ... "100%-satisfaction guarantee" ... "No-questions-asked guarantee," Rieck says.
- **Act aggressive**  
Meet your closest competition head-on. Write something like: "Try Time for three months without cost. If you don't

*Happy customers will tell three other people about your company. Those who have had a bad experience with you will tell 11 others.*

like it, we'll ask Newsweek to send you their best offer."

- **Dramatize your guarantee**  
For instance, Rieck writes, you could say: "Clip this coupon and bring it to our store. If we can't match the lowest price in town, we'll pay for the gas you used to drive here."
- **Sign your guarantee**  
A signature by a senior company officer makes your promise look "official."
- **Make your guarantee last a long time**  
Give your customers loads of time. "Most will never make a return," Rieck notes.
- **Make your guarantee look like a legal document**  
Certificate borders, special paper stock, watermarks, icons like eagles and flags, dollar signs, and other graphics strengthen the look of your guarantee, Rieck says.
- **Offer a desirable "keeper"**  
As an example, "If you don't like TaxSaver software, send it back at our expense, get a full refund, and keep the Day Planner and mouse pad as our gift to you."
- **Specify return procedures**  
Provide 1-2-3 return instructions, Rieck advises. Include a phone number and the name of a contact person.

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