



## 5 must-have terms when you sell online

### podcast episode 22 tip sheet

Selling your programs, products and courses online can feel scary if you aren't legally protected. You might worry that someone will swipe your course content, ask for a refund or won't make their payments on time. How do you protect yourself?

You want purchasers to agree to your sales terms – your Terms of Use - when they buy your courses, programs or products online through your website. This episode covers 5 must-have sections to include in your Terms of Use to protect yourself.

#### What are Terms of Use?

Terms of Use are the sales terms that you use for online courses, group programs or other products you sell online through your website where someone purchases your services or products.

#### What should you use Terms of Use for?

You will want to use Terms of Use for everything from:

1. Tangible goods like gluten-free bars that people buy through your site
2. E-books that are delivered digitally
3. Group programs where your purchaser doesn't have the same accountability to you as in a one-on-one program.
4. Online courses with modules like video courses, audio courses, videos with PDFs and more where your purchasers get a login and password to access the course through Simplero, Kajabi, Zippy Courses, Ontraport, Infusionsoft or some other way.

Basically, you use Terms of Use for any program, products or course that you sell online OTHER THAN one-on-one services.

## **How do Terms of Use protect you exactly?**

The Terms of Use are really designed to protect you AND your purchaser. Your Terms of Use includes your payment, refund and sales policies, as well as clear language about what the purchaser CAN and CAN'T do with the products they are purchasing. CLARITY in your Terms of Use equals PEACE OF MIND. Spell it out now so you don't have to fight it out later.

## **Here are 5 must-have sections for your sales terms:**

### **1. Be clear about payments and refunds.**

Include clear terms about what happens if payment is late or a client wants a refund. It gets sketchy to hold a client to a refund policy – whether you give a partial refund or no refunds – if you don't have a written refund policy that the client is AGREEING to upon purchase. It's generally not enough to have it on your website or sales page.

### **2. Protect your intellectual property.**

Your Terms of Use needs to protect your intellectual property and spell out how exactly how the purchaser may use your product and what they AREN'T allowed to do with it, like copy, reproduce, or sell your product (or parts of it) to others without your permission.

### **3. Include disclaimer language.**

It's critical that you include sections on disclaimers, limitations of liability and release of claims so that you don't expose yourself to undue risk. While you need to offer programs, products and courses legally and ethically, of course, you want to draw clear your lines and where the purchaser assumes the risk of their purchase and use.

### **4. No guarantees.**

Don't make guarantees. Every purchaser will experience different results from using your program, product or course. You are providing tools and information, but they have to decide how, when and the degree they apply what they are learning. You want to empower your purchaser to take responsibility for their own decisions, actions and results – not you.

## 5. Require notice for termination.

Include how purchasers can terminate their participation in your program or course, or how you can terminate them from the program. Require that they give you advance notice – like 30 days or 14 days or 7 days or even immediately (depending on the situation) - and a way for BOTH of you to terminate the relationship if necessary.

### **WHEN should your purchasers agree to your Sales Terms?**

You want your purchasers to read and agree to your Terms of Use BEFORE they complete the purchase transaction. You want them to check the box and agree to your Terms during checkout if possible, while they are in your shopping cart and entering their credit card.

Otherwise, if you're using PayPal invoices or Stripe or some other way to process payment, you'll want to have them agree to the terms on your sales page before they submit payment.

### **How do Terms of Use support you energetically?**

By having legal terms to protect your programs and courses, you also ENERGETICALLY support your brand and your message as you share your truth and gifts with purchasers. This gives you practical legal protection and at the same time spiritually supports your **throat chakra** because your programs and products serve as communication and self-expression of your own voice and message to help others improve their lives or bring joy into their lives.



Whether you sell online courses, your sales terms put your policies in writing and give you strong legal backing to protect your income and products, which helps you feel safe, secure, and confident.

They create clarity for you and for your purchasers which causes fewer misunderstandings, headaches and Legal Pickles™ later.



**Do YOU have your Terms of Use for your programs, products or courses?**

**Find out more information at [lisafraley.com/diytermsfuse](https://lisafraley.com/diytermsfuse).**



Have questions about Terms of Use? Feel free to reach out to us at [clientlove@lisafraley.com](mailto:clientlove@lisafraley.com). We'd love to hear about it.

Kudos to you for listening to this episode to find out how a Terms of Use can protect you. Thanks for being part of the Legal Love tribe. Here's to getting legally enlightened!

With Legal Love,



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**For my full disclaimer, please visit [lisafraley.com/disclaimer](https://lisafraley.com/disclaimer).**



Lisa Fraley, JD, CHHC, AADP, is an acclaimed attorney, Legal Coach®, speaker and #1 Best Selling Author of "Easy Legal Steps...That are Also Good for Your Soul." With her unique blend of coaching, legal expertise, and spirituality, Lisa has supported thousands of heart-centered entrepreneurs and small business owners to protect themselves, their businesses and their brands through DIY legal templates, online legal courses and one-on-one services.

From sharing international stages with thought leaders like Kris Carr and Gabrielle Bernstein to being featured on hundreds of podcasts, webinars, radio shows and bonus calls, Lisa has made it her mission to help every single small business owner understand that the law can be accessible, empowering, loving, and even spiritual. When she's not saving the world (with Legal Love) one contract at a time, she's posting free legal tips and connecting with her tribe at [lisafraley.com](https://lisafraley.com).