



**3 reasons
not to
guarantee
results**

podcast episode 30 tip sheet

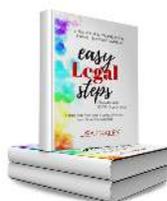
As a heart-centered entrepreneur or business owner, I know you can feel vested in your clients' outcomes. You want them to get the results they seek and be happy with you, your program or your product. However, in this episode I spell out why you shouldn't GUARANTEE your client's results. There are 3 big reasons why.

- If you're a health coach or holistic practitioner, you want your clients to heal their medical ailments, eat nourishing foods and live healthy lifestyles.
- If you're a jewelry designer, you want those who adorn your jewelry to fall in love with your custom pieces.
- If you're a spiritual healer, you want your clients to have clarity about their purpose and direction for their life, heart or soul.
- If you're a graphic designer or website designer, you want your clients to receive a beautiful logo or website that fully captures their brand.

You want ALL of your clients or customers to get the results they seek, feel happy and inspired, give you raving testimonials, and recommend you to all of their family and friends. That's understandable.

However, there are several reasons why you can WANT the best for your clients but you don't want to GUARANTEE specific results for your clients.

This information is taken from my book "Easy Legal Steps That Are Also Good For Your Soul" in Chapter 2 that goes into detail about guarantees. If you have my book, check it out starting on page 59.



If you don't yet have "Easy Legal Steps" which is a #1 Best Seller on Amazon in 3 legal categories, you can get the hard copy or Kindle version on Amazon or at lisafraley.com/book

3 reasons not to guarantee results:

1. You are NOT RESPONSIBLE for the results, even if you wanted to be.

Let's say you're working with 1-on-1 clients or you have a group program or online course. Your job is to set your clients up with clear expectations about how they are to show up for themselves, how they are to interact with you and what their desired outcomes are... but you are not responsible for their outcomes.

Let me be clear: You are not responsible for your clients' results. Ever.

You are not responsible whether your client meets their goals, or whether they lose their last or next 10 pounds even if that's the very reason they joined your program. You're responsible only for providing the TOOLS and SUPPORT for helping them accomplish their own goals.

How can you be responsible for your client when they're trying to lose weight and they go on a late-night snack binge? It's not like you're standing next to your client when they raid the fridge at midnight eating forkfuls of gluten-free chocolate cake chased by swigs of almond milk, so how can you be responsible for their results?

And, if you sell products, you may DESIRE to make them happy with your yoga mat, your custom jewelry or your personalized essential oil blends – but guarantees mean that if they're not, you will make them satisfied. This might mean that you send them a replacement product or give them a refund which can be costly and time-consuming for you. You can always put a time frame on exchanges or returns but GUARANTEEING 100% satisfaction with a product can be a dangerous game because they could be happy today and unhappy tomorrow.

2. You can't DO THE WORK for them.

If you're struggling by feeling emotionally responsible or tied to your client's results, you can free yourself right now from this burden of carrying the responsibility for your clients. You are permitted to let that puppy go. Set the burden down now. Take a deep breath and repeat after me: "My job is to provide the tools; it's their job to get the results." Don't you feel better already?

3. Your only job is to EMPOWER them to get the results they seek.

Your role is to empower your clients to be responsible for their own actions, decisions and results, not carry responsibility for their decisions—and you want to spell that out in your Client Agreement if you work with 1-on-1 clients and in your Terms of Use if you have group programs, online courses or products you sell through your website.

You want to have what are called “No Guarantees” clauses in your legal documents in or near the section where you provide your disclaimer sections. You want this language in your Client Agreement and your Terms of Use.



Need a Client Agreement for your 1-on-1 clients?

Learn more at lisafraley.com/diyclientagreement.



**Need Terms of Use for your group programs, online courses
or products sold through your website?**

Learn more at lisafraley.com/diytermsofuse.



When you get clear about your expectations of your clients and the fact that you don't guarantee specific results, you free yourself to receive more abundance. How so?

Your Client Agreement and your Terms of Use protects you in practical ways with written legal language to fall back on, and energetically, it supports your sacral chakra by raising your energetic frequency to attract more of what you want and expand your money, creativity, and abundance – all of which are associated with the **sacral chakra**.



When we create boundaries, we can attract more of what we want.

Energetically, I believe that when we set clear boundaries and policies, we're better able to energetically attract those who will comply with our boundaries or policies. Those who value what we value will be drawn to work with us because we share a common belief system.

For example, those who want to work with socially responsible businesses will seek out and purchase products from socially responsible businesses. Those who want to buy from heart-centered business people will find themselves drawn to others whose "come from" is heart-centered too.

Simply put, like attracts like.

Not only that, but when you set forth clear expectations and boundaries around how you work with your clients, you are strengthening your own energetic boundaries and drawing lines that allow you to stand as a leader in your business.

Have questions about making guarantees or suggestions for future podcast topics? Feel free to reach out to us at clientlove@lisafraley.com. We'd love to hear from you!

With Legal Love,



**This information is for educational and informational purposes only.
It is not legal advice and it does not create an attorney-client relationship.**

For my full disclaimer, please visit 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.