MODULE 3: POSITIONING, NICHE AND OFFER

Your guarantee and terms

Lesson: Guarantees, risk reversal and fair terms · about 15 minutes

Turn your clients' biggest fears into a guarantee you can afford and terms they can read.

Your business (name, service, main city):

1. List the questions and hesitations clients raise before signing. Sort each into money, performance, social or time risk.

2. Draft one specific guarantee about something you control. Include all six elements: name, promise, conditions, how to claim, remedy and guarantor.

3. Cost it: the remedy per claim, expected claims a year, your margin per booking, and the extra bookings needed to break even.

4. Fill in the plain-language terms summary: retainer, payments, cancellation schedule, postponement, if we cancel, and changes.

5. **Compare your terms with those of the two venues you work in most. Where do they conflict, and what will you change?**

Check: can you now

- Identify the money, performance, social and time risks a client carries when booking an event service
- Calculate whether a specific guarantee pays for itself in extra bookings
- Write a guarantee and a plain-language terms summary that meet Ad Standards and Ontario consumer rules

One change you will make this week