

Win Your Money Back

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Key takeaways

- "Win your money back" is an attraction offer: set a customer goal, tell them how to reach it, and refund their money (cash or store credit) if they meet the goal.
- There are three versions: pure results-based (refund if they hit result), pure actions-based (refund if they complete required actions), or a combination of both (must do actions and hit result).
- Tie required actions to two things: advertising your business (e.g., before/after pictures, posting) and getting customers the best results.
- Make onboarding a revenue generator: charge customers to enter the program and use the structure to create high cash flow, rather than treating onboarding as a cost.
- Use mandatory sales/upsell touchpoints (feedback/transformation sessions) inside the program to convert short-term participants into long-term customers.
- The offer scales when moved from 1:1 to large-group and when paired with ads (instead of only referrals).
- Works best for businesses where customers must take action to succeed (service businesses, some software onboarding); not ideal for services where customer action is minimal (e.g., roofing).
- Can be offered to new, current, and previous customers; can be free versions or paid with credit-back guarantees.
- Require measurable or verifiable actions where possible (attendance, logging, photos) to reduce fraudulent refund claims.
- Mid-program upselling (e.g., selling at 3 weeks into a 6-week program) converts many who hit interim success into longer-term customers.
- Real-world performance example: high success rate cited (78% hit goals in example), and winners become marketing assets (before/after used to acquire more customers).

Checklist

1. Define the clear goal and timeframe
 - State the precise result the customer must hit (e.g., lose 20 pounds in 8 weeks; make X dollars/month; get Y customers; pass a test in 28 days).
 - Why: The goal is the refund qualifier and the primary attraction; clarity avoids disputes and focuses customer behavior.
2. Choose the offer version (results, actions, or both)
 - Decide if refunds are based solely on results, solely on completing actions, or require both actions + results.

- Why: Results-only bets on customers' ability to achieve outcomes; actions-only bets on their ability to follow directions; both ensure you control the path to success and reduce fraud.
3. Specify required actions precisely
 - List mandatory actions (e.g., attend all sessions/calls, log progress, take/upload photos, post in the group weekly, do assigned homework, complete at-home work, send X outbound messages per day, attend daily training).
 - Why: Actions create accountability, improve results, and generate advertising content (posts, pictures); they also give you leverage to enforce refunds and prevent unethical money-back claims.
 4. Tie actions to advertising and sales
 - Make required actions include things that advertise your business (before/after photos, group posts) and mandatory sales appointments (feedback/transformation sessions).
 - Why: Advertising actions build social proof and new lead flow; mandatory sales appointments create upsell opportunities that convert short-term wins into lifetime customers.
 5. Decide refund method (cash back vs store credit/credit back)
 - Choose whether winners get cash refunded or store credit/credit towards future services.
 - Why: Store credit/credit back can be used immediately to convert winners into longer-term clients by applying funds toward the main goal and upsell offers.
 6. Make upsell/sales touchpoints mandatory
 - Require attendance at transformation/feedback sessions and other upsell moments as part of the qualifying actions.
 - Why: Ensures you can present longer-term offers to participants who are engaged; increases likelihood of converting winners into paying customers beyond the challenge.
 7. Price and structure onboarding as revenue
 - Charge customers to enter (or require money down) even if you offer a free version; optionally refund as credit.
 - Why: Turns onboarding from a cost center into a high cash-flow acquisition channel and increases participant commitment.
 8. Scale format and acquisition channels
 - Move from 1:1 to large-group formats and run ads (instead of relying only on referrals).
 - Why: Group + ads dramatically increases acquisition and transforms a profitable niche tactic into a high-growth offer.
 9. Determine business suitability
 - Confirm your business requires customer action to succeed (service where customer must participate or software requiring setup); if not (e.g., work is done without

customer involvement like roofing), do not use this model.

- Why: The model's effectiveness depends on customers needing to engage; otherwise the accountability/refund mechanics don't improve outcomes.

10. Build measurement and enforcement systems

- Implement ways to verify actions/results (photo evidence, attendance logs, app journaling, group posts, test results).
- Why: Prevents fraudulent refunds, ensures integrity of the offer, and provides content for marketing.

11. Plan mid-program upsell conversations

- Train staff to sell during the program (e.g., at the midpoint say: "You've lost 12 pounds; if you want more, we'll apply this money toward your longer-term goal").
- Why: Many customers realize the bigger goal matters and will pay/convert mid-program; this flips short-term wins into long-term customers.

12. Offer to all customer segments

- Make the offer available to new customers, current customers, and previous customers.
- Why: Broad applicability increases uptake and provides additional acquisition and retention channels.

13. Track results and iterate

- Monitor success rate (example cited: 78% hit goals) and adjust program length, actions, ad strategy, and upsell timing based on outcomes.
- Why: Continuous iteration improves profitability and program effectiveness over time.

14. Create free and paid variants with credit-back mechanics

- Design both free-entry formats and paid formats where money down is refunded or credited if conditions are met.
- Why: Free with money down or credit-back structures attract different customer segments while preserving commitment and cash flow.

Examples:

- Gym weight-loss story: client paid \$500 for 1:1 training with 20-pound / 8-week money-back promise; before/after became marketing and gained 13 new customers.
- Iteration: switched from 1:1 to six-week group program, added ads — dramatically scaled acquisition and profitability.
- Rehab facility: "Kick the habit in 28 days" blueprint; required: attend rehab sessions, post weekly in group, journal daily in app, attend feedback and transformation sessions.
- Pain relief business: 28-day one-on-one pain relief program; commitment could be attending rehab sessions, doing at-home stretches, posting weekly pictures, attending feedback/transformation sessions; actions-based to prevent subjective refund claims.
- Marketing course example: "Free five clients, five-day challenge"; actions: send 100 outbound messages per day, attend daily training, post homework; results: must close five sales; require both actions + results for refund.

Notes:

- The offer is most effective where customer action drives results; tie required actions to marketing and mandatory sales points; mid-program upsells and credit-back mechanics convert short-term wins into long-term customers.