



## 200% ROI or Your Money Back Guarantee Details:

### The Small Print...

- 1) With a guarantee THIS GOOD, you know we have to have a few conditions, so here they are:
  - a) In order to qualify for the 200% ROI or Your Money Back Guarantee (let's call it the "Guarantee"), we need to make sure that you've followed the system that we've laid out for you. So, before we reimburse you for your program we will check to confirm that you've actually followed for one full year the steps that are detailed in Jill Addison's book, *Financial Advisor's 7 Steps to Video Marketing Success*. We will verify through social media, e-mail records, your blog, video records, etc. whether you followed the program or not.

Specifically, we will expect that you have done the following **each month**:

    - i) ~~#1 Upload your videos to YouTube (this is already done for you through the Turnkey Video System)~~
    - ii) #2 Post video to blog
    - iii) #3 Post video to at least 3 social media platforms (such as LinkedIn, Twitter, Facebook, Google+)  
\*You must have at least 200 connections/followers/friends on each of the 3 platforms
    - iv) #4 Feature video in email newsletter (sent to at least 100 people per month)
    - v) #5 Feature video in email signature
    - vi) #6 Post video to LinkedIn Profile
    - vii) #7 Follow up with New Prospects and New Clients using the F.A.S.T. Video Automation System (sent to at least 20 people each month)
  - b) You must have followed the program for an entire year.
  - c) All requests for reimbursement under this guarantee must be made within 30 days after the completion of one year operating our program.
- 2) If you meet all of the above criteria, and you haven't made a 200% return on your investment in the program over the first year, we will gladly refund your entire investment.

\*Here's how we measure that these videos helped you make a 200% return on your investment. These videos are meant to enhance and accelerate the results you get from multiple digital marketing strategies. They are part of your overall digital marketing strategy and system. These videos play their part by influencing prospects to take the next step toward becoming your client and helping retain current clients by engaging them more deeply. They are a part of your overall system to influence your audience in a positive way. So for instance, when your prospects receive our videos through the F.A.S.T. Video Automation System and then become a client, that's evidence that our system has helped those prospects become clients. Another example is when your current clients receive our videos through email marketing and continue on as your client, that's evidence that we have helped to generate revenue by retaining your current clients.

- 3) So, if you believe that you qualify for the Guarantee, simply send us written notification that you are requesting your money back. Please send it to [Jill@faclientmachine.com](mailto:Jill@faclientmachine.com) and we'll evaluate your request.

4) We operate out of California, so if you think you qualify for the Guarantee and we don't agree, then we'll have to have someone else decide who's right. Any disputes related to this Guarantee will be governed by the laws of the State of California, regardless of where your business is located.

5) No one really wants to go to court, so we'll use good faith negotiations to resolve any dispute, claim, or controversy related to this Guarantee and will attempt to reach an amicable resolution of the dispute. If we can't resolve any dispute, claim, or controversy by negotiation or mediation within thirty (30) days, then we'll settle the situation by binding arbitration conducted by JAMS in accordance with JAMS Comprehensive Arbitration Rules and Procedures (the "Rules"). The arbitration will be heard by one arbitrator to be selected in accordance with the Rules in San Diego, California.