

The Limitless Experience Podcast  
How to deal with contracts and refund requests  
Transcript

Suzy:

The easier it becomes to deal with those requests, which are genuinely few and far between when it's very clearly outlined in your contract what your terms and conditions are, but it means that you in your mind are totally clean in your mind and in your energy, you are completely clean and you know what the rules are.

Welcome to the limitless life experience podcast with me, your host, Suzy Ashworth. I'm a mum of three, seven figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach and believer in miracles. My superpower is helping female entrepreneurs, like you, create six figure breakthroughs in your business fast so that you can expand into limitless living and create an incredibly positive difference in the world. In this space, you will hear me talk all about wealth, yourself, spirit and impact. This is the limitless life experience podcast.

Suzy:

Hello hello, you gorgeous human being, it is Suzy Ashworth here and you are listening to the limitless life experience podcast. And I hope that I am finding you so God damn well today. I am going to be straight down the line with you. I'm well, but I'm cold and anybody who knows me at all knows that I hate, I'm using the H word, I hate being cold. It's why living in 30 degree heat for over a year just suited me so well. Like I love sweating. I love that bead of water coming down the forehead. I'm just reminiscing. Give me some, give me hate. So yeah, being back in Europe, it does things. It does things to my lips. You know, I'm a Brown girl. I feel chafed a lot. So I'm dealing with that, some would say not that well. I've just sent a really specific text to my landlord outlining how cold I am and how I'm not liking it.

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That's the vibe. And what we're going to talk about continues in that vibe. We're going to talk about refunds and contracts. Not sexy talk, not limitless life experience, usual chit chat. But I think that it's important because the way that I work is to help. 99% of the individuals that I work with come to me because they want to live a limitless life and they want to use the vehicle of their business to help them do that. I have 1% of people who say, you know what? I'm not here to talk about business. I'm here to talk about my life and I am fully open and available for those people to. However, because 99% of people are here to talk about what it means to build a business that creates time freedom, wealth freedom, personal freedom in their life then we're going to talk about something that is just, as I say, not really so sexy, but I think that all of you need to really be thinking about. Particularly if you are in a coaching capacity. Anywhere where you are exchanging your knowledge, your IP, you're creating containers for people where either you or

your team are providing a service over a period of time, you have to think about your contracts.

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It's only really recently somebody who was working with me for a short period of time, she messaged me and said. "hey Suz, what do I do? I've got four people (I think it was four people) all telling me that they want a refund of the money that they have paid, or they want to break their "contract"." And my first question is always, what does it say in your contract? And she was like, well, that's the thing I never got around to sending one out.

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What, what, what? This is something that after I got stung and I've always had contracts, but what I used to do when I first started out in business, was borrow other people's contracts. I would borrow other people's contracts who were my mentors or peers, people that were ahead of me and I would take their contracts and then I would amend them. And the problem with that is that you don't really know where the gaps are. They might know where their gaps are, but you don't know where they are. And so should anybody ever challenge your contract and you have got glaring holes in it like I did that you were unaware of, it leaves you open to being shafted. For want of a better phrase. And I don't want that for you.

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So what I am in the business of now is really helping clients first meet their first six figures, which is all about you personally stepping up and saying, I'm a helper, I'm a facilitator of transformation in whichever way, shape or form that that might be, but generally speaking, your operating with yourself, maybe a VA maximum to get to that first hundred thousand. The next level is really building a half million pound company. And it's from that 100,000 to 500,000 that I really, really implore you to get really serious about one, who you want to be working with, but two the type of space and container that you want to be holding. And that first means you need to decide, do I want to offer refunds? And I made the decision a long time ago that I did not want to offer refunds because energetically, what I found was I would spend the first two weeks of the programme because that's what I used to offer, a 14 days money back, no questions asked, the first 14 days of the programme, rather than being fully excited and fully like, yeah, let's do this.

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I'd be worried about whether I was going to get a whole slew of refund requests. And I made that decision. And interestingly, I went back on it for one launch. And with that, it was a really generous refund request period. And I was unable to enjoy much of that programme because it was in the back of my mind, what if people start asking for refunds? What if people start asking for refunds? And from that point on, I recommitted to not having that as part of my service offering, and guess what that is okay. Because one, I absolutely believe in the products and services that I have on offer, two I do not want to attract people who want to have a lick, have a lick of the

lolly and then give it back if they're not fancying it. No, thank you. I really want to attract people that have been in my world, so people who are listening to the podcast, people who are all over the quantum success hub on Facebook, people who are watching my Instagram stories and getting a really good feel for who I am and how I approach things.

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And even if people are coming into my world for a short period of time, ie they've heard about one of my mini courses and they are with me only for five days, it's my intention to be so clear, so transparent, offer so much value that somebody really, somebody who connects with that is prepared to say, I'm going all in. I don't want somebody who is like, oh, I'm going to give it a go for 30 days and if I change my mind or something negative happens, or if I, you know, decide that it's not for me, that I want out. No, I don't want that energy in my business for me. And I want to attract people who are willing to go with the rough and the smooth. And it's why I have a strict, no refund policy. It's also why, that when I created my 12 month container for the one, which is essentially like a low-end membership, I don't call it a membership, I call it an incubator, but that's also the reason why I made it a 12 month commitment and not like a regular membership where people could come in for two or three months and then say, bye, see you later.

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I didn't let the energy of having people leaving every month. And I wanted to be able to forecast for my business accurately. And I know what it takes to build a business. And the reality is, is that at that level of investment, it takes people longer to get results than if you have invested at a higher amount. And mainly that is because of the mindset of paying between 250 and 300 pound a month versus paying 1500 and 3000 pounds a month. And also that's because of the level of support that you get when you're investing at a higher level, of course, but so much of it is about how the client approaches it, depending on how much they are willing to invest at certain periods of time. And so whilst all of the methods and the strategies work across all of the levels, often it will take somebody in the incubator a little bit longer than somebody who is in the freedom experience. And that's okay because the pricing reflects that.

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But you first of all have to make the decision about how you want to run your business. Do you want to offer refunds? Which is what so many people say you should do, by the way. So I am definitely going against the grain. I'm not saying that this is the only way that you should do it. I'm saying that I'm a little bit of a lone ranger when it comes to this. Most people or many people encourage people to offer refunds because you capture those people who are kind of flip-flopping. And without that a hundred percent risk-free guarantee option, then you lose people. And of course, there are ways that you can, if you do want to offer a refund option, there are ways that you can structure that refund ie you have to show up to the

classes and you have to do the work, and you have to provide evidence that you have done the work.

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And then if you haven't got the results that I promised after you have provided evidence that you've done the work, then you can get a refund. And that is generally a very good way of ensuring that people show up and do the work, knowing that if people show up and do the work and follow your methods, they're going to get the results they are looking for. And it's usually the people that aren't doing the work who change their mind and decide that they would like a refund. Anyway, so you have to decide what type of business that you want to be running and what works for you. So it works for me not to offer refunds, but it might not work for you. If it works for you to offer them, then think about the way that you're going to structure that offer so that you are setting yourself up and the client up for the best chances of success.

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So that is super important. So what happens when you have a contract and in my contracts, I say the same thing, you know, if you want to exit, you can exit, but you will be liable to pay the remainder of your contract. Now I have that across everything. So what happens when you inevitably get refund requests and people saying that they don't want to stay in their contract, what do you do? And my answer to this is uphold the contract. Now, of course, it's your business and your rules and if someone does present you with a situation where you decide, you know what, this feels more in alignment to release somebody from their responsibility, that is up to you. And I just really encourage you to uphold the integrity of your container and the agreements that you ask people to make. And the most solid you are able to be with those agreements and the integrity of your commitment that you make to yourself.

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The easier it becomes to deal with those requests, which are genuinely few and far between when it's very clearly outlined in your contract, what your terms and conditions are, but it means that you in your mind are totally clean in your mind. And in your energy, you are completely clean when you know what the rules are and you've set the rules out clearly. So the big takeaway from this is get super clear on how you want to be running your business, and then make sure that you are putting it in writing very, very clearly. So there is no ambiguity when the inevitable pops up. I hope that if you are somebody that doesn't have a contract in place, and I have contracts even for my 99 pound products. If you don't have contracts in place, if you don't have T's and C's in place, you're going to get them.

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If you are unclear about whether you actually want to or do offer refunds, you're going to get absolutely clear on that. And if you have somebody who has borrowed contracts from peers or mentors, I really encourage you to spend a couple of

hundred pounds on getting your own contracts made up so that you have a hundred percent clarity that you are completely covered, should anybody want to challenge you.

So my loves, I hope that this has been helpful. There's a part of me that's like, oh Suze, just a bit more real today, but you know what, I am sharing because I know that it is going to do you good so you can thank me later, my friend, you can thank me later. I love you dearly. If this has been useful or helpful in any way, shape or form, do me a favour, give me a tag on the gram, leave me a review on iTunes, and I will see you for the next episode. Please remember that faith plus action equals miracles.

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