DISCLAIMER BUILDER

**Your disclaimer lets prospective clients know that while you may be considered a miracle worker, their results ultimately rest on their commitment, resources, implementation, and (maybe) a little magic. That is, you will deliver your promised goods and services to the best of your ability, but your clients will take those across the finish line to success.**

Disclaimers are not legally fool-proof, especially if your clients are consumers (rather than business owners). They are a good, last line of defense, though, and for that reason, they make a great addition to the footer of your site, as a link on your sales pages, and referenced in your client agreements.

Use the instructions below and the template on the following pages to customize a disclaimer that fits your business to a T.

*Ready? In a few quick steps, your Disclaimer will be ready for your website.*

1. The copy-and-paste version of your disclaimer is on the next page. Edit it in your word processor, then transfer it to the Wordpress or other page where you will store this important document.
2. The template below is full of highlighting. The yellow highlights apply to everyone. When you see a yellow highlight, you will do one of three things:

a. follow the instruction,

b. swap out my text for yours, or

c. select which words to keep (and maybe add some, too).

Then, **be sure to delete the yellow text that you do not want your clients to see**.

1. The other colors are organized generally by industry. **Delete the text in colors that do not apply to you**. For example, if you are in a health coaching business, delete all purple and red text. If you are in a business that pertains to other businesses, money (such as increasing income or reducing debt), delete the blue, red, and gray text.
2. As always, no legal-ese is necessary. The goal here is to truthfully describe what it will take, *in addition to your programs and services*, for your clients to see results. When you see a place that allows you to add descriptive words, add as many as you like and use the same tone and voice that you use with your clients.
3. When you’re done, paste onto a page on your site and link to it prominently in the footer, on your sales pages, and anywhere your clients can use a gentle reminder about what it will take to see success.

DISCLAIMER

This is an important legal document! If you do not understand these statements or any that follow, do not purchase our programs and discontinue use of this website.

The advice, and interactions presented on this website and in our products and services are solely for [informational, educational, and entertainment] purposes, in the area of improving [health, wellness, lifestyle, business, or other description of your area of expertise].

The information supplied is meant to serve as tools for self-help for personal use at your own discretion in conjunction with [medical professionals, therapists, accountants, lawyers, tax professionals, or other licensed professionals that serve your niche].

[Your company name] and [your name] are not licensed to provide [insert the type of advice from above that applies to your niche, such as health advice, medical diagnoses, mental health services, legal, financial, tax, or other type of advice that applies to your niche].

The author assumes no responsibility for any circumstances arising out of the use, abuse, interpretation, or application of any information supplied on this website or in our programs. You understand and acknowledge that you are in the best position to evaluate how our information will impact your personal set of circumstances, including known and unknown risks. If you use or rely upon our information, you acknowledge that you do so voluntarily.

Our role is to support and assist you in [describe the outcome you can help your clients reach, such as: feeling better, improving your fitness level, eating healthy, reaching your goals, improving your marketing, building an email list, or other outcome in your niche] but your success depends on your own [insert what is required, such as: effort, motivation, commitment, follow-through, and ability to invest in complementary products and services].

You alone are solely and personally responsible for your results, and your [insert the traits that will impact their results, such as:background, dedication, desire, and motivation individual capacity, life experience, unique health and genetic profile, starting point, expertise] will impact your results.

Application of the principles outlined here may vary from person to person and you accept the risk that your results may be different. We cannot and do not guarantee that you will attain a particular result.

Do not disregard professional advice or delay seeking professional advice because of information you have read on this website or received from us.

FOR HEALTH AND WELLNESS BUSINESSES:

I am not a licensed health care provider and do not engage in patient diagnosis or the practice of medicine. The information I supply is not a substitute for proper medical care by a physician, who can provide appropriate exams, treatment, diagnoses, and care recommendations.

Do not self-diagnose. Do not stop taking any medications without speaking to your physician or health care professional. If you have or suspect that you have a medical problem, contact your health care provider promptly.

FOR BUSINESSES THAT PERTAIN TO INCREASING INCOME, REDUCING DEBT, OR OTHER BUSINESS OPPORTUNITIES AND METHODS:

We are not licensed financial professionals. We do not provide investment recommendations or advice.

We advise you to speak with your own licensed financial planner before [choose the items that could pertain to your products or services, and add others that apply, such as: establishing a budget, making or changing investment strategies, making purchases, taking loans, changing or leaving employment, starting a business or changing business strategies, or engaging in tax savings methods].

We do not perform accounting services, tax advising, or investment counseling, and recommend that you consult licensed professionals regarding these topics.

FOR BUSINESSES THAT HELP PEOPLE INCREASE EARNINGS:

When addressing financial matters on our website and in any of our marketing, including but not limited to our newsletters, program pages, videos, and other content, every effort has been made to ensure that we accurately represent our programs and their ability to improve your life.

However, [your company name] does not guarantee that you will get any results or earn any money whatsoever using our tools, programs, strategies, or recommendations. Nothing on our sites is a promise or guarantee of future earnings. Many factors influence your ability to earn money, including [insert factors that could impact results, such as: effort, motivation, commitment and follow-through, background, dedication, desire, motivation, individual capacity, life experience, starting point, and expertise]. By using this website or purchasing from any of our order forms, you agree that you are fully responsible for your progress from your participation and implementation, and that we offer no representations or guarantees verbally or in writing regarding your earnings potential.

Your use, or non-use, of this information is at your own risk, and you absolve us of any liability or loss that you or any other person may incur from your or their use or non-use of the information provided.

In no event will we be liable to any party for any direct, indirect, special, incidental, equitable or consequential damages for any use of or reliance on this website, programs, services, and/or products, including, without limitation, any lost profits, personal or business interruptions, personal injuries, accidents, misapplication of information or any other loss, malady, disease or difficulty, or otherwise, even if we are expressly advised of the possibility of such damages or difficulties.

NO WARRANTIES:

WE MAKE NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, AS TO THE OPERATION OF THIS WEBSITE, OR THE INFORMATION, CONTENT, MATERIALS, PROGRAMS, SERVICES, OR PRODUCTS INCLUDED ON THE WEBSITE. TO THE FULL EXTENT PERMISSIBLE BY APPLICABLE LAW, WE DISCLAIM ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. WE WILL NOT BE LIABLE FOR ANY DAMAGES OF ANY KIND ARISING FROM THE USE OF THIS WEBSITE INCLUDING, BUT NOT LIMITED TO, DIRECT, INDIRECT, INCIDENTAL, EQUITABLE, PUNITIVE AND/OR CONSEQUENTIAL DAMAGES.

Some states do not allow for disclaimers of implied warranties. The paragraph above may not apply to you.