

What to Say So You Don't Over-Promise

Nobody can promise results. The reason is because the client has to do the work. It's your job to be a change agent, to facilitate transformation.

It's your client's job to show up and get the transformation by doing the work.

Here's some simple language you can use when describing benefits, results and outcomes to help you feel comfortable, and reassure yourself you're not overpromising:

“When you show up powerfully in our VIP Day and take action, here are some of the results that you can expect.”

Or:

“Here are just some of the results that are possible for you in our time together...”