Tips For Creating a Return Policy

This is an extra resource to go along with the original article:
[*The Digital Business Owner's Guide To Refunds*](#)

Having a clear return policy in place makes good sense. Online shoppers often look for return policies to help guide their purchase decision. Actually having a policy in place is your starting point for any return or refund requests.

Here's an idea of what to include:

- How long the customer has to notify you of their desire to return, exchange or be refunded
- Under which circumstances a customer may be refunded
- How you will refund the customer (remember that store credit may not be legal in all locations)
- How to return any goods (if applicable) and who pays
- Any limitations on refunds in the case of digital products (for example, perhaps you offer to re-send download links which don't work)

Tips and Examples

Inject some brand personality into your return policy and include any expectations of the customer. Check out this example from Nordstrom - see how it communicates an expectation of honesty from the customer?

"We stand behind our goods and services and want you to be satisfied with them. We'll always do our best to take care of customers — our philosophy is to deal with you fairly and reasonably; we hope you will be fair and reasonable with us as well."

Use plain language, but try to avoid "scary" terms. These could include things like saying "we are not responsible for…" or "you must…". If it doesn't sound easy, customers may be put off.

Clearly state any exceptions to the rules. [Ten Point Wellness](#) is a good example of this for digital download products.

"Since www.TenPointWellness.com offers non-tangible irrevocable goods we do not issue refunds once the order is accomplished and the product download link is sent. As a customer you are responsible for understanding this upon purchasing any item at our site.

However, we realize that exceptional circumstance can take place with regard to the character of the product we supply.
Therefore, we DO honor requests for the refund on the following reasons:..."