

- I. **Introduction.** This book coaching Agreement is to guide the coaching partnership between Ashley Smith (Coach) and _____ (Client). The Agreement provides insight on the responsibilities of each party to manage the working relationship to deliver an excellent coaching experience. This Agreement is for Book Development that focuses on the creation of book objectives, determining target audience, making a writing schedule, producing a book outline, and guidance on chapter structure for consistency and flow. Coach will guide Client on how to create a self-empowerment/personal development/self-improvement book.

- II. **Book Coaching Session.** Book coaching is a partnership (defined as an alliance, not a legal business partnership) between the Coach and the Client in a thought-provoking and creative process that inspires the Client to maximize their personal and professional potential as an author. The scope of services is on facilitating the creation and development of the Client's book. Payment for coaching services is complete prior to the start of the book coaching session. Ongoing emails and correspondence between sessions are a part of the book coaching services.

- III. **Coach Responsibilities.** The Client is committed to their book project, and so is the Coach! The role of the Coach is to provide guidance and support to assist the Client with book development. Coach will consider the Client's needs and preferences by customizing processes to enrich the partnership and experience. The Coach acts as an accountability partner by helping the Client stay on course with the plan to tackle book goals. Coach will offer constructive feedback to the Client. Coach will review work produced by the Client and ask questions and give ideas to get positive results. Coach will come prepared to sessions by creating an agenda for the meeting, reviewing material emailed in advance, and offering techniques to accomplish book goals. Coach will respond to emails to confirm receipt of information. Coach will help Client handle concerns such as writer's block, challenges with staying motivated, and access to information to build expertise on the subject matter, along with other needs. Coach will explore parts of the book to help Client understand how to enhance the book's readability, substance of information, or presentation of content. Coach will share experiences and strategies to overcome challenges. Coach will perform research to provide guidance. Coach aims to execute their best effort to support Client's goals to attract the target audience, share key points, and to complete the project. Coach will engage in research along with the Client to present a great finished work—the book! Coach may offer links to resources. Coach will help Client create approaches to strengthen book's delivery of the message. Coach will motivate Client to articulate their book objectives to produce an empowering book. Coach does not guarantee the Client will generate desired book sales/profits, and publicity. The Coach is not an editor or literary agent/publishing agent/book agent, and is not responsible for marketing demands, social media maintenance, or organizing talks and book events.

- IV. **Client Responsibilities.** This book coaching program is to enhance the strategies and delivery of the Client's message. Client accepts and agrees that they are 100 percent responsible for their progress and results from the coaching sessions. Client agrees to complete all actions, and assignments, from the book coaching partnership. If the Client cannot accomplish the task(s) they should contact the Coach by phone or email as soon as possible when they recognize they are unable to complete the responsibilities. Together, the Coach and Client will look at options to overcome challenges to achieve project assignments. Client is prepared for the sessions by paying for the service prior to the start of the session and is ready to engage in the educational enrichment discussion to complete tasks. Client should communicate needs to enhance experience and results. Client may cancel and reschedule meetings 24 hours in advance to enable the Coach to provide that session timeslot to another client.
- V. **Preparation for Coaching Sessions.** Client must email their assignment/update to the Coach (email: ashley@inherownink.com), *at least 24 hours before each session*. Client should review feedback from Coach prior to the session. Prearranged coaching sessions for elaborate feedback. Coach and Client will determine the amount of time that should be allocated to writing, reading, reviewing, and commenting on materials.
- VI. **Payment.** All coaching sessions demand payment in advance prior to the start of the session. Each individual book coaching session **(1 hour) costs \$85**. A payment arrangement or installment plan is not acceptable for the pay-as-you-go sessions. Client may pay for more than one, 1-hour session, at the rate of \$85, in advance. *Client can save by purchasing the Book Development package plan: 1) Switching Places with the Reader, 2) Take a Dive: Ready, Set, Go! 3) Burning the Midnight Oil. Payment arrangements or installments are available for the package plans to receive the discounted price. All sessions include ongoing email support to review material and progress, and to address challenges with assignments.*
1. Fees include time spent with Client in-person and/or via phone or online, reviewing and preparing written materials, research, and teaching strategies to assist Client with the creation of the book.
 2. Electronic payments are acceptable. Please inquire about preferred methods of payment via online or by banking/phone apps.
- VII. **Disclaimer.** The Coach cannot guarantee or warranty that such coaching will work for the Client though the Coach will give their best effort. The Coach makes no representations, warranties, or guarantees, verbally, or in writing. *The Coach is not an editor or literary agent/publishing agent/book agent.* Client acknowledges that as with any business endeavor, there is an inherent risk of loss of capital and there is no guarantee that Client will reach their goals by simply showing up for the book coaching session(s). If, for any reason, Client is not satisfied with the coaching services, communicate concerns and findings with the Coach. This will give the Coach

an opportunity to enhance delivery of services to suit Client needs. All fees for services are non-refundable.

- VIII. **Cancellation.** Client agrees that it is their responsibility to notify the Coach **24 hours in advance** of the scheduled session to cancel a session. Coach reserves the right to bill Client for a missed session(s) that did not provide proper notice for cancellation. Coach will attempt in good faith to reschedule the missed session. Missed sessions with less than 24 hours' notice of cancellation will count as one session and incur a fee that is non-refundable.
- IX. **Refund Policy.** Individual session payments or the pay as you go arrangement is non-refundable. Client is *not* eligible for a refund, even if they miss a session. However, prepaid book coaching package plans are the only type of services eligible for refunds that is if none of the package sessions have been utilized. The refund for the package plan will be provided within 72 hours or three days.
- X. **Confidentiality.** All written materials sent by the Client via mail or email to the Coach is confidential information. Confidentiality includes verbal disclosure of experiences and strategies to present and sell the book. Likewise, confidentiality extends to all coaching materials to minimize risk of individuals and/or companies stealing the coaching tips, presentations, ideas, and referrals. The book coaching relationship demands trust that permits the flexibility to disclose information and creative ideas to achieve progress. Please get permission before sharing knowledge about the Coach and/or Client.
- XI. **Waiver.** The failure of either party to enforce any provision of this Agreement shall not be construed as a waiver or limitation of that party's right to subsequently enforce and compel strict compliance with every provision of this Agreement.
- XII. **Termination.** The Coach is committed to providing a positive book coaching experience. Client agrees that the Coach may at their sole discretion terminate the Agreement, and limit, suspend, or terminate the book coaching relationship. If anything occurs during a book coaching session that concerns the Client, and/or Coach, which does not feel right, concerns should be addressed right away. It is important to have a safe, open, authentic, and trusting book coaching partnership. The Client may terminate the book coaching relationship at any time and must respect the terms outlined in this Agreement. If termination is the way to proceed, each party should have already discussed concerns to remedy challenges beforehand. To dissolve the partnership, the individual should present a statement of termination of the coaching partnership, which includes the date and their signature.

- XIII. **Indemnity.** The Coach makes no guarantees, representations or warranties of any kind or nature, express or implied with respect to the coaching services negotiated, agreed upon and rendered. In no event shall the Coach be liable to the Client for any indirect, consequential, or special damages. Notwithstanding any damages that the Client may incur, the Coach's entire liability under this Agreement, and the Client's exclusive remedy, shall be limited to the amount actually paid by the Client to the Coach under this Agreement for all coaching services rendered through and including the termination date.

I agree with the terms and conditions outlined in this Agreement for Book Development to establish the coaching partnership, and to create a self-empowerment/personal development/self-improvement book. This book coaching relationship began on this day, _____

Client – Print & Sign

Contact Information for Client:

Email:

Phone:

Ashley Smith

Coach – Print & Sign

Contact Information for Coach:

Email: ashley@inherownink.com

Mailing Address: Ashley Smith, 848 Oglethorpe Ave. SW, unit 115240, Atlanta, GA 30310

Phone: (404) 369-0499 Work