# Clear Voice Branding Terms and Agreement

Congratulations on taking this step towards creating an authentic and profitable brand! I am really excited to start working with you. Before we begin, I’d like to give you an outline of what to expect.

Below is my general approach to consulting and coaching. The last page is the Coaching Agreement which includes my cancellation policy. Please fill it out and sign and email it back to me *before* we start your first session. My email is [heather@clearvoicebranding.com](mailto:heather@clearvoicebranding.com). If you prefer, you can mail it back to me at 9 Briarwood Lane, Winchester, MA o1890.

**My role as your coach:**

I am a brand and image strategist and business coach. In this role, I will guide you to uncover a brand that reflects not only your authenticity, but also maximizes your income potential. We will work together to create a viable and profitable business model and explore the best practices to market your brand and business.

My job is to ask powerful questions to help you unearth your own brand voice. This can be a very powerful and personal process. I am here to support and guide you as you make decisions and explore your growth as an entrepreneur. However, I am not a therapist or medical professional.

My job is also to give you suggestions and recommendations I feel will help keep you accountable and reach your goal based on my expertise and knowledge.

What you tell me is held in the strictest confidentiality. Having been through the branding process myself, I know how important it is to have a safe and trusting environment in which to work.

**Your role as client:**

**The most important job you have as a branding client is to make decisions.** This may seem like a strange statement, but ultimately, you are the one who has to live with the outcome of our work. I will take you through a proven process, but each person comes to branding and entrepreneurship with a different set of strengths and struggles. I can only ask the questions and give you feedback, you must be the one to decide. It is your brand. The decisions must reflect your authenticity.

It is your job to tell me when something does not resonate with you. If I make a suggestion, I want to know if it does not feel right. Likewise, please let me know when something feels great!

On the other hand, please be open-minded. Sometimes a suggestion may at first feel slightly uncomfortable or even scary. Do not assume this means the suggestion is wrong or off-base. Sometimes stretching and growing into the bigness of your brand takes getting used to. So be open-minded and willing to entertain new ideas or ways of looking at things.

Honor the investment you made in coaching by showing up on time for each session with a clear intention and ready to work. As with anything, you will only get out of it what you put in. You may be asked to do homework and exercises, please do the work and come prepared.

Please send me your pre-session prep sheet at least 24 hours before your session so I can prepare and be aware of any challenges you may be facing.

Finally, I will do my best to keep you accountable and on track in the branding and business building process, however, your progress and what you accomplish will be dependent on how hard you work and how quickly you move through the process.

**Cancellation Policy**

In the event you need to reschedule, I require at least 48 hours notice unless there are extenuating circumstances such as true family or health emergencies. If you cancel with less than 48 hours notice, your session time will be forfeited.

If you do need to reschedule, I request you schedule your next time within 2 weeks if at all possible to keep on track with your process. This work is cumulative and large gaps in time make it difficult to maintain continuity.

By signing below, you are acknowledging that you have read, agree to and accept all of the terms and conditions contained in this Agreement.

**Terms and Agreement:**

Customer hereby agrees to indemnify, defend, release and hold Clear Voice Branding LLC harmless of, from and against any and all costs, losses, claims, damages, liabilities, expenses and other obligations (including, without limitation, reasonable attorneys’ fees and costs) asserted or recovered against or incurred by Clear Voice Branding LLC in connection with the services proposed or provided herein. Clear Voice Branding LLC makes no warranties express or implied in connection with the services provided or proposed herein. Customer acknowledges that results are purely subjective and may vary between customers. No refunds will be given based on a claim that the services provided did not produce satisfactory results.

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Client Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_