



Digital Strategy Coaching
with Claire Gallagher

Agreement.

Laying the groundwork for a purposeful and profitable online presence.

You've made a brilliant decision to go for it in your business! Working with Claire means getting perspective and taking control of your online business growth. Moving forward, with purpose and intention.

So what happens now?

1. Please review the agreement
2. Proceed with payment where you'll be asked to confirm that you agree to the terms and conditions described in this document
3. You'll be invited to schedule your sessions if you haven't already done so.

The tone of the document may seem very "official". But rest assured -- stating these guidelines upfront saves any confusion down the road, and in no way compromises the power and support of this experience.

Know that Claire will work to make this strategy development journey supportive, dynamic, friendly, and of course, purposeful and profitable.

This Agreement is made **Claire Gallagher** and **the client (that's you)** for the express and sole purpose of working together on their digital strategy

The work can include, but is not limited to:

- Brand strategy: including messaging and positioning, ideal client(s) definition
- Signature service design: including naming, creating a list of benefits and features sales page
- Sales process design: Lead generation and capture strategy, visibility strategy, conversion strategy
- Web presence optimisation: an audit of the client's current presence and recommendations for optimisations to be carried out in session, or as agreed upon in session. The set up of tools and assets relating to the strategies defined, including but not limited to website pages and brand assets. Claire will only login to online accounts in-session.
- Sales scripts and strategy training.
- Mindset exploration where necessary.

Throughout the working relationship, Claire and her client will engage in direct conversations. Both parties will be honest and straightforward in asking questions and making requests.

PROJECT SPECIFICS

There are a **maximum of 4 one-to-one sessions per month** to be used as face-to-face consultation via a video conferencing service (video conferencing on Zoom).

The Project term will be a maximum of 6 months excluding any vacation time or other delays jointly agreed by both parties.

CONFIDENTIALITY

For security reasons, Claire will not log in to any financial accounts such as online banking, PayPal, Stripe or Revolut (or other fintech or cash accounts) or log in to any email accounts hosted by the client's hosting provider, Gmail, Hotmail, Yahoo or other email providers.

All information exchanged between Claire and the client shall be strictly confidential and only be used by the parties in furtherance of the Project.

PROJECT FEE

The cost of the project quoted does not include the cost of domain registration or hosting or other premium tools or extensions.

Creative work such as design, copy-writing, copy-editing, or page layouts can be carried out in session. Claire can support the momentum of the project by providing additional support in the form of templates and training videos.

Support requests must be jointly agreed in session.

Co-creation is the backbone of this process. Feedback and further requests for edits and design revisions must be given during the sessions rather than by email.

WORKING PRACTICES

Each month the client works with Claire under this agreement.

It is recommended to follow a schedule to maintain the momentum of the project. Claire can be flexible when additional time is needed due to illness, accidents, family emergencies, other unforeseen circumstances, and any vacations or prior engagements that the client notifies Claire of in advance.

Claire's team: All sessions will be carried out personally by Claire and the client. In addition, Claire has a team of associate freelancers who occasionally provide extra support for no extra cost to the client. They will not be given access to passwords or online accounts. The associate freelancers role is mostly for research. For example:

- Researching keywords for SEO
- Researching competitors
- Researching potential strategic partners
- Researching potential sources of leads (networking groups or communities for example)
- Researching potential PR/Press/Speaking opportunities

Sessions must be booked via Claire's online booking platform.

All sessions are confidential, and any information exchanged throughout the project period is entirely confidential. Sessions can be recorded and sent to the client after each session **on request**.

All sessions are 55-minutes in duration, but the client is advised to **plan for extra time after the scheduled session as the sessions may run over time, especially if creative work is being carried out.**

The client may stay in touch with Claire via email for guidance, clarification on assignments and easily resolved issues. If the questions or issues needing to be handled are more substantial, Claire may recommend they be handled during a regular session. Claire or her team will reply to emails to claire@clairecreative.com during office hours. Other platforms such as Facebook messenger, text message or other may not be responded to in a timely manner. Weekend emails will not be seen until Monday.

Office hours:

Monday, Tuesday, Thursday, Friday: 9:30 - 17:00 CET

The initial session can be scheduled once the agreement has been reviewed by the client.

The initial session can go ahead once payment is received or instalments configured, as agreed upon.

INCLUDED

- 24 x 1-to-1 sessions over a maximum of 6 months (exceptions - Christmas and summer holidays 13th of July - 31st of August inclusive)
- Access to Claire via email for specific questions in between sessions during office hours (stated above).
- Access to online resources and templates.
- Training videos agreed upon in-session for reference or training on specific areas of technical setup or training on various tools.
- Access to premium WordPress themes, where relevant.
- Access to illustration templates.
- Access to font collections.
- Access to design templates on Canva.com.

PAYMENT

Your payment options include:

- Full payment in advance (with discount)
- Monthly instalments over 3 months
- Monthly instalments over 6 months

Once this document is approved you are officially committing to the Show Up, Scale Up programme. (Yay)

Other notes

1. Core strategy to be implemented will be decided on **based on research of target audience(s)**:
 - Market research
 - Customer journey map
 - Social / Organic / Ad strategy to be devised and implemented based on findings
2. If research is not carried out, the work will continue based on industry expectations. Please note that research is key to a successful return on investment.
3. The collaborative nature of this project means that completion of all deliverables can be assured when communication remains open and candid and milestones are respected by both Claire and the Client.
4. If the client has additional ideas or requests for technical setup or creative work after the final session (after the end of the 6-month period), these can be added to a follow-up project for an additional charge.

GDPR REQUIREMENTS

5. Claire will advise on legal GDPR requirements and legal standards to the best of her knowledge. Claire takes no responsibility for any breach of GDPR regulations by the client once the project is completed.
6. The cost quoted is fixed. No additional costs will be added. However some additional, third-party services may be required to create systems for booking etc. All additional costs will be discussed and the best option chosen in the interest of project goals.

Misc.

7. Failure to fulfill payments may require the project to be paused.
8. The strategy created during this project is designed and configured within the project period. **The nature of any website is iterative.**
9. Any recorded videos, templates or text documents created during the project period are confidential and must not be shared with third parties by Claire or the client.
10. Training videos will not be kept on file and must be downloaded by the client.
11. Claire and her team endeavor to follow best practice guidelines for communications, security, website set up, email marketing and email set up so that your website system is secure, robust and sustainable. If issues arise with security, up-time, speed or functionality of the client's website or email systems after the project is completed and support period expired, it is recommended to contact your hosting provider first. If they can't resolve your problem, please do get in touch, Claire will be able to provide limited support, but may put you in contact with a freelancer who can carry out repairs or maintenance. If the additional support is substantial, Claire may suggest a paid follow-up session or sessions.

By agreeing to the terms and conditions you confirm that you are committed to participating in this project as detailed above and undertake the strategies in order to take responsibility for and to help achieve goals. You accept that in order to benefit from this programme you must do my utmost to apply any advice or recommendations shared during these sessions.

Note from Claire:

I want to make this experience really valuable for you. If at any time you feel I have misunderstood, or I'm moving too fast, please let me know. This is your time. I've seen this process create really amazing results, and I'm invested in supporting you get your desired results too. I ask that you be honest with me at all times and don't be afraid to articulate concerns, fears or big juicy ambitions.

I'm excited to get started!!



Claire Gallagher

Digital Strategy Coach

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