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### COACHACCOUNTABLE TERMS OF AWESOME.



Hi!

John here, creator of CoachAccountable with a few ideas I wanted to share with you.

You've seen most "terms" and "policy" documents. They're written by lawyers and are full of impenetrable jargon with the obvious goal of CYA nit-pickery.

*They're not necessarily a raw deal for you as the customer, but they're not terribly interesting or useful, either.*

These **Terms of Awesome** are for YOU: the terms that you can expect as a customer of CoachAccountable. These terms have NOT been run through a legal team and are not carefully crafted to hold up in a court of law. Rather, they are meant to hold up in life-as-actually-lived: these are largely an account of how we've proudly been doing business since we started back in 2012, and I figure I may as well publicly document these practices.

Stated here and now in this very public way, THIS is what you can count on as a customer of CoachAccountable [1]:

**TO DO SO.** If you have barely used the system and could use more time, ask for it and you'll get it. If you want to dive right in and start actively coaching your hoards of clients on a big, expensive package while you're still in your free trial, you are free to do so to your heart's content without charge.

2. **You can upgrade or downgrade at any time.** One click, self-serve, any time. No fuss. You will simply be billed for whatever subscription level you're at when your billing date comes around. No need to pay for upgrading mid-month, and if you downgrade just before your billing date, you'll be charged for that cheaper plan<sup>[2]</sup>.
3. **Only your active clients count toward your subscription plan.** You can always, with just a few clicks, deactivate one or more of your clients to put them on hold and free up space in your account. You retain full access to records of deactivated clients, and can reactivate them at will.
4. **If your trial ends or your payment fails, your account will NOT be purged and your clients will NOT experience any interruption.** You'll be kindly asked to render payment before accessing your account again. (And even then, if you need to coach RIGHT NOW you can hop in and handle payment later.)
5. **You will be billed for the cheapest package that your account can fit in.** If you could actually fit your active clients into a smaller plan when your billing date comes around, your plan will automatically be downgraded to take advantage of that cheaper price.

always an email away, and you can expect a reply within 24 hours (often within hours or even minutes if it's waking hours in North America). The response will be real, not a canned blurb to stall for time or placate you. You will NOT receive an instantaneous message telling you your message was received or that your message is important to us, or any other hallmarks of soulless automation which would insult your intelligence.

7. **If you have requests or suggestions on how CoachAccountable could be better for you, they will be heard and answered.** CA is as good as it is in large part thanks to the input of hundreds of coaches like you. Speak up and cast your vote in favor of how you'd like to see the platform evolve. CoachAccountable is a dictatorship but it's a benevolent one.
8. **If you need guidance and support in starting with CoachAccountable and using it to its fullest, you will have it.** There are resources galore to get you familiar with the basics. Once you've played around a little in your account we'll be happy to hop on the phone or screenshare with you to personally show you around to parts of CA that would be specifically useful to you.
9. **If you find a bug, you can expect it to be fixed QUICKLY.** Tell us about anything not working as it should, and it will have my immediate attention. We do not maintain a bug tracking system for CoachAccountable and have no intention of starting: they never get to accumulate.

comprehensive. You can review [the blog](#) to view the trajectory of improvements made over the years, and you can expect more to come. Polished as it may be, CoachAccountable remains a work in progress with more useful goodies to come. See Term 7 for details on how to participate in this process.

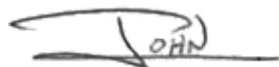
11. **Your data is yours, its privacy and security are taken very seriously.** If CoachAccountable were to have a data breach, that would rightfully raise the ire of most--if not all--of its users, with repercussions to the business that would be substantial if not devastating. This reality is well understood and acknowledged, and diligence to avoid such calamity is accordingly exercised. You own your data; CoachAccountable claims no right to it, and rather instead is just safely storing it for you. You can export it out of CA at anytime.
12. **You can cancel at any time, just a few clicks, self serve, no fuss, no one trying to change your mind.** The practice of making a service hard to cancel is offensive and sloppy business. You will suffer no such shenanigans or hoop-jumping here. You'll be welcome to give feedback about your choice to cancel, and you'll be welcome to skip doing so entirely.
13. **If you cancel your account because you haven't been using it much, you're apt to get some sort of refund.** I'm all about folks getting their money's worth, so if you haven't logged in for a while save to cancel, we will notice that, be a real person, and give you some of your money back. Though totally against the rules of what's commonly accepted/expected practice (and even our own Terms of

benefit.

14. **You will be related to as a person, not a number.** Our exchanges will be by phone or regular email. You won't be assigned "case numbers" and you won't be just a trouble ticket to be gotten through in order for a tired staffer to get onto the next one.

So there you have it. I hope CoachAccountable proves a lovely solution for your needs, and if it does, this is what you can expect in doing business with us.

Sincerely,

A handwritten signature in black ink, appearing to read "John", with a horizontal line extending to the right.

John Larson

Creator, CoachAccountable

### Notes:

1. Again, not as a legal formality, but as reality. As in if these terms are ever betrayed in your experience, you can complain loudly in any public forum to call out shenanigans and hold CoachAccountable to task for not honoring these very publicly touted terms.
2. If you downgrade to be billed at the lower level and then upgrade again right after, the system will lovingly tell you something to the effect of "nice try" and politely give you the option to pay the difference if you truly mean to be at that higher level. :)

Terms of Awesome

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Contact

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