IMPORTANT – PLEASE READ CAREFULLY

This Agreement sets out the terms on which Sam Johnson ("the Copywriter") provides ghostwriting and related services to you ("the Client"). By accepting these terms and making payment, you agree to be legally bound by this Agreement.

1. Parties

This Agreement is made between:

Sam Johnson, trading as Sam Johnson Copywriting ("the Copywriter")

and

You, the purchaser of the Service ("the Client").

Together referred to as "the Parties".

2. Purpose

The purpose of this Agreement is to set out clearly the scope of the services, each Party's responsibilities, and the legal terms governing the relationship.

3. The Service

3.1 The Client has purchased the **Hook Book** package ("the Service"), as described on the sales page at the time of purchase.

3.2 The Service includes:

- One in-depth interview of up to 90 minutes (unless otherwise agreed in writing)
- A ghostwritten manuscript of up to 10,000 words
- Up to three rounds of edits (minor amendments only)
- Proofreading
- A bespoke book cover with up to three (3) design concepts
- 100 printed copies of the finished book in either A5 or "pocket book" size. Finished book size to be agreed by client before cover designs are supplied.

3.3 Before proceeding to the full print run of 100 copies, the Copywriter strongly recommends that the Client orders and approves a single proof copy of the finished book, to be completely satisfied with how the book will look in print, including but not limited to the cover, layout, paper stock and binding. Where the Client chooses to proceed directly to the full print run without ordering a proof copy, the Copywriter accepts no liability for any issues, defects, or dissatisfaction arising from the printed appearance of the full print run.

3.4 A "round of edits" means a single consolidated list of reasonable amendments. It does not include full rewrites or changes of direction.

3.5 Where requested amendments are extensive in nature, or amount to a substantial rewrite of some or all of the manuscript, these fall outside the scope of a standard round of edits under clause 3.4. The Copywriter will notify the Client of this in writing before proceeding. Such amendments may extend the delivery timeline set out in clause 4, and/or incur an additional fee, to be agreed with the Client in advance.

3.6 The following are not included unless expressly agreed in writing:

- Marketing
- ISBN registration
- Uploading to Amazon or other platforms
- Formatting for eBook or audiobook
- Advertising or promotion

3.7 Any work requested outside the agreed scope will be charged separately.

4. Timelines & Delivery

4.1 The Service will ordinarily be completed within ten (10) weeks of the date on which payment is received ("the Process"), subject to the Client meeting the response and feedback timeframes set out in this Agreement.

4.2 Indicative timelines for each stage of the Process will be confirmed during onboarding.

4.3 The Client must provide all requested information, approvals and feedback within 7 days of request unless otherwise agreed.

4.4 For each round of edits, the Client shall provide the Copywriter with the relevant amendments within ten (10) working days of receiving the applicable draft.

4.5 Any delay caused by the Client, including but not limited to delay under clause 4.3 or 4.4, will automatically extend delivery deadlines.

4.6 If the Client fails to respond for 14 days, the Copywriter reserves the right to assume the project is dormant. Reactivation will result in a change to delivery deadlines and may incur an additional fee.

4.7 Where the Process extends beyond ten (10) weeks from the date of payment due to delay on the part of the Client, an extension fee of £500 per calendar month, or part thereof, shall become payable by the Client until the Service is completed. This fee is in addition to, and does not affect, any other right available to the Copywriter under this Agreement.

5. Client Responsibilities

The Client agrees to:

- Provide truthful, complete and lawful information
- Respond to requests promptly

- Review drafts within the agreed timeframes
- Confirm factual accuracy of all content
- Obtain consent from any third parties mentioned
- Ensure that no submitted content infringes any rights

The Copywriter is not responsible for verifying factual accuracy.

6. Acceptance of Work

6.1 Drafts will be deemed accepted unless the Client raises written objections within 7 days of delivery.

6.2 Minor typographical or grammatical errors do not constitute rejection of the work.

6.3 Once final approval is given, no further amendments are included.

7. Calls & Meetings

7.1 Call times will be agreed in advance.

7.2 Late arrival will reduce the session time.

7.3 Calls must be used within 1 month of purchase.

8. Payment

8.1 The fee for the Service is £2,500 (pay in full).

8.2 Payment must be made in advance and work will not begin until payment is received.

8.3 Late payments may result in suspension of services.

9. Refunds & Cancellation

9.1 This Service is primarily for business use. If the Client is deemed to be a consumer, statutory rights will apply.

9.2 Where legally permitted, all payments are non-refundable once work has commenced.

9.3 If cancellation occurs after work has begun, the Client remains liable for all fees due.

9.4 Where the Client has a statutory right to cancel, this must be exercised in writing within the applicable 14-day period.

10. Intellectual Property

10.1 All drafts, materials, and working documents remain the property of the Copywriter until full payment is received.

10.2 Upon receipt of full and final payment, copyright in the final product transfers to the Client.

10.3 The Copywriter retains the right to:

- Use excerpts for portfolio and marketing
- Reference the project

10.4 The Client shall be named as the author of the work.

11. Client Warranties

The Client warrants that:

- All content supplied is lawful
- They own or control all rights in the content
- The content does not defame, infringe, or violate any third-party rights

12. Indemnity

The Client agrees to indemnify and hold harmless the Copywriter against all claims, losses, damages and expenses arising from the Client's content or instructions.

13. Disclaimer

13.1 The Copywriter makes no guarantees regarding publication, sales, reviews, or commercial success.

13.2 The Copywriter is not responsible for the actions of third parties, including printers or publishing platforms. This includes, without limitation, any issues arising from the full print run of 100 copies where the Client did not order and approve a proof copy in accordance with clause 3.3.

13.3 The Copywriter does not provide legal, financial or medical advice.

14. Termination

14.1 The Copywriter may terminate this Agreement immediately if the Client:

- Breaches this Agreement
- Fails to pay
- Is abusive or disruptive

14.2 On termination:

- All outstanding fees remain due
- No refund will be issued
- Drafts remain the property of the Copywriter unless otherwise agreed

15. Limitation of Liability

15.1 Nothing in this Agreement limits liability for death, personal injury, fraud, or misrepresentation.

15.2 Subject to clause 15.1, the Copywriter's total liability is limited to the amount paid by the Client.

15.3 The Copywriter is not liable for indirect or consequential loss.

16. Confidentiality

Both Parties agree to keep all non-public information confidential.

17. Force Majeure

Neither Party shall be liable for failure caused by events beyond reasonable control.

18. Governing Law

This Agreement is governed by the laws of England and Wales.

19. Entire Agreement

This Agreement constitutes the entire agreement between the Parties.

By accepting these terms, you confirm that you have read, understood and agree to be bound by this Agreement.