

TERMS & CONDITIONS

Workshop Media, LLC

Effective Date: March 31, 2026

Welcome to Brand Story Essentials, operated by **Workshop Media, LLC** (“we,” “us,” “our,” or the “Company”). These Terms and Conditions (“Terms”) constitute a legally binding agreement between you (“you,” “your,” or “Customer”) and Workshop Media, LLC governing your purchase, access, and use of all products, services, courses, digital downloads, templates, tools, coaching programs, live trainings, and related materials (collectively, “Products”) offered through our website at brandstoryessentials.com or any other platform through which we deliver content.

By purchasing, accessing, or using any of our Products, you acknowledge that you have read, understood, and agree to be bound by these Terms. If you do not agree to these Terms, do not purchase or use our Products.

1. Definitions

“**Products**” refers to all goods and services offered by the Company, including but not limited to: digital courses (such as the Brand Storytelling Blueprint, Video Marketing Essentials Course, and Video Confidence Mini-Course); downloadable tools, worksheets, templates, checklists, and reference cards (such as Stop the Scroll, Find Your Story, The One-Sentence Business Description, and all other items in the Brand Story Essentials and Video Marketing Essentials product catalogs); video content and training materials; the Private Coaching Group and any associated live coaching calls, community access, or training vault content; live trainings, workshops, webinars, or events; and any other digital or physical materials made available by the Company.

“**Site**” refers to brandstoryessentials.com and any subdomains, landing pages, or digital storefronts operated by the Company.

“**Content**” refers to all text, video, audio, images, graphics, documents, templates, worksheets, scripts, frameworks, and other materials included in or delivered as part of any Product.

2. Eligibility

By purchasing or accessing our Products, you represent and warrant that:

- (a) You are at least 18 years of age or the age of majority in your jurisdiction, whichever is greater.
- (b) You have the legal capacity and authority to enter into a binding agreement.
- (c) All information you provide in connection with your purchase is accurate, current, and complete.
- (d) You are not prohibited from receiving our Products under any applicable law or regulation.

3. Purchase and Payment

3.1 Pricing

All prices displayed on the Site are in United States Dollars (USD) and represent the current listed price at the time of purchase. Prices are subject to change at any time without prior notice. The Company may offer promotional pricing, discounts, or sale pricing at its sole discretion. No price adjustments will be made after a purchase is completed.

3.2 Payment

By completing a purchase, you authorize Workshop Media, LLC and its designated payment processors to charge your selected payment method for the full amount of the Product(s) purchased. You are responsible for any applicable taxes, fees, or charges imposed by your payment provider. All payments are processed through third-party payment processors, and the Company does not store your credit card or payment information directly.

3.3 Payment Authorization

By providing your payment information, you grant the Company permission to charge your credit card, debit card, or other payment method for the total purchase amount. You will receive an electronic receipt confirming your purchase.

4. Product Delivery and Access

All Products are delivered digitally. Upon successful payment, you will receive access to your purchased Product(s) through the delivery platform designated by the Company (e.g., email delivery, online course portal, or digital storefront). **It is your responsibility to provide a valid email address and to check your inbox (including spam or promotions folders) for delivery communications.**

Access to course content, coaching group membership, and digital downloads is typically provided immediately or within a reasonable time following purchase. If you experience any difficulty accessing your Product, please contact us at the email address listed in Section 16 of these Terms.

5. Refund Policy

Due to the digital nature of our Products, all sales are final. No refunds will be issued under any circumstances.

Because our Products consist of immediately accessible digital content—including downloadable files, streaming video, and access to private coaching communities—they cannot be “returned” in the traditional sense. By completing your purchase, you acknowledge and agree that you are receiving immediate access to digital content and that you waive any right to a refund, cooling-off period, or cancellation right that may otherwise apply under applicable law, to the fullest extent permitted.

6. Chargebacks and Payment Disputes

If you have a concern about a charge, **you agree to contact us first at info@workshopmedia.co before initiating any chargeback or payment dispute with your bank or payment processor.** We are committed to resolving legitimate concerns in good faith.

If you initiate a chargeback or payment dispute without first contacting us to resolve the issue, the Company reserves the right to: (a) suspend or permanently revoke your access to all purchased Products; (b) pursue collection of the disputed amount plus any fees incurred by the Company as a result of the chargeback; and (c) report the non-payment to applicable credit reporting agencies or collection services.

If a chargeback is filed and later reversed in the Company's favor, you will be responsible for any chargeback fees assessed by the payment processor (typically \$15–\$25 per incident).

7. Intellectual Property

7.1 Ownership

All Content included in or delivered as part of our Products is the exclusive intellectual property of Workshop Media, LLC and is protected by United States and international copyright, trademark, and other intellectual property laws. This includes, without limitation, all video recordings, written materials, worksheets, templates, checklists, reference cards, scripts, slide decks, frameworks, course modules, brand assets, logos, designs, and any other creative works.

7.2 Limited License

Upon purchase, you are granted a **limited, non-exclusive, non-transferable, revocable license** to access and use the purchased Product(s) for your own personal or internal business use only. This license permits you to:

- (a) View, stream, and download Product materials for your personal use in connection with your own business.
- (b) Print one copy of downloadable materials for your personal reference.
- (c) Complete worksheets, templates, and frameworks using your own business information.

7.3 Restrictions

You may NOT, under any circumstances:

- (a) Copy, reproduce, duplicate, distribute, share, publish, broadcast, or publicly display any Product Content, in whole or in part, by any means or in any medium.
- (b) Sell, resell, license, sublicense, lease, rent, or otherwise commercially exploit any Product Content.
- (c) Create derivative works based on any Product Content, including but not limited to adapting, modifying, translating, or repackaging our materials for sale or distribution.
- (d) Share your login credentials, account access, or purchased files with any third party, including employees, contractors, business partners, or members of any group or community.
- (e) Upload, post, or transmit any Product Content to any website, social media platform, file-sharing service, cloud storage accessible by others, or any other public or semi-public location.

(f) Use any Product Content as the basis for coaching, consulting, training, or educational programs offered to others, whether free or paid, without the express prior written consent of the Company.

(g) Remove, alter, or obscure any copyright notices, trademarks, watermarks, or other proprietary markings from any Product Content.

7.4 Enforcement

Unauthorized use, reproduction, or distribution of any Product Content constitutes theft of intellectual property and a material breach of these Terms. The Company reserves the right to pursue all available legal remedies, including but not limited to injunctive relief, actual damages, statutory damages, and recovery of attorneys' fees and costs.

8. Product Updates and New Products

8.1 Included Updates

You will receive access to updates, improvements, corrections, and supplementary materials added to your specific purchased Product at no additional charge, for as long as the Product remains available in its current form.

8.2 Excluded New Products

The Company may create and release entirely new products, courses, or programs that cover similar or related subject matter. These new standalone products are NOT included in your original purchase and will require a separate purchase. A product is considered new and separate if it is marketed as a distinct offering, has a separate product name, or is presented as a successor, advanced edition, or replacement product.

9. Private Coaching Group

Customers who meet the qualifying purchase threshold (currently \$150 or more in storewide purchases) receive complimentary access to the Private Coaching Group. This access includes participation in the private coaching community, live coaching calls, training vault content, and any members-only benefits offered at the Company's discretion.

The Company reserves the right to modify, suspend, or discontinue the Private Coaching Group, its features, its qualifying threshold, or any associated benefits at any time, with or without notice.

Continued access to the group is contingent upon compliance with these Terms and any separate community guidelines established by the Company.

The Company reserves the right to remove any member from the Private Coaching Group at its sole discretion for any reason, including but not limited to violations of community guidelines, disruptive behavior, or breach of these Terms.

10. Live Trainings, Workshops, and Events

The Company may offer live training sessions, workshops, webinars, or in-person events from time to time. Participation in these events is subject to these Terms as well as any additional terms or policies specific to the event.

The Company reserves the right to modify event schedules, formats, content, speakers, or venues at any time. Live events may be recorded, and by participating, you consent to being recorded and to the Company's use of such recordings for promotional, educational, or archival purposes.

Unless explicitly stated otherwise, attendance at live events does not include access to recordings or supplementary materials after the event concludes.

11. Educational Disclaimer

Our Products are for educational and informational purposes only. Workshop Media, LLC and its representatives, including Jeff Branch, are educators and content creators—not licensed professionals in law, medicine, accounting, financial planning, therapy, or any other regulated profession.

Nothing in our Products should be construed as professional advice, including but not limited to: legal advice, financial or investment advice, tax advice, medical or psychological advice, or any other form of licensed professional counsel.

You are solely responsible for your own business decisions and outcomes. Any results referenced in our Products, marketing materials, or testimonials are examples only and are not guarantees. Your results will vary based on your individual effort, business circumstances, market conditions, and many other factors entirely outside of our control.

Purchase of our Products does not create a professional-client relationship, fiduciary duty, or confidential relationship between you and Workshop Media, LLC or any of its representatives.

12. Assumption of Risk

You acknowledge and agree that any actions you take based on the information provided in our Products are taken at your own risk. Business involves inherent risk, and the Company makes no guarantees regarding the outcome of any business decisions you make as a result of using our Products.

13. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY LAW, WORKSHOP MEDIA, LLC, ITS OWNERS, OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, AND AFFILIATES SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, PUNITIVE, OR EXEMPLARY DAMAGES, INCLUDING BUT NOT LIMITED TO DAMAGES FOR LOSS OF PROFITS, GOODWILL, USE, DATA, OR OTHER INTANGIBLE LOSSES, ARISING OUT OF OR IN CONNECTION WITH YOUR PURCHASE OR USE OF OUR PRODUCTS.

THE COMPANY'S TOTAL CUMULATIVE LIABILITY TO YOU FOR ALL CLAIMS ARISING OUT OF OR RELATING TO THESE TERMS OR YOUR USE OF OUR PRODUCTS SHALL NOT EXCEED THE

TOTAL AMOUNT YOU ACTUALLY PAID TO THE COMPANY FOR THE SPECIFIC PRODUCT GIVING RISE TO THE CLAIM.

These limitations apply regardless of the theory of liability (contract, tort, strict liability, or otherwise) and even if the Company has been advised of the possibility of such damages.

14. Indemnification

You agree to indemnify, defend, and hold harmless Workshop Media, LLC, its owners, officers, directors, employees, agents, and affiliates from and against any and all claims, demands, damages, losses, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or relating to: (a) your use of our Products; (b) your breach of these Terms; (c) your violation of any applicable law or regulation; or (d) any business decisions or actions you take based on information provided in our Products.

15. Disclaimer of Warranties

ALL PRODUCTS ARE PROVIDED "AS IS" AND "AS AVAILABLE" WITHOUT WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED. Workshop Media, LLC expressly disclaims all warranties, including but not limited to implied warranties of merchantability, fitness for a particular purpose, non-infringement, and any warranties arising from course of dealing or usage of trade.

The Company does not warrant that our Products will meet your specific requirements, that access will be uninterrupted or error-free, or that any particular results will be achieved through the use of our Products.

16. Privacy and Data Protection

The Company is committed to protecting your personal information. We collect, store, and process personal data in accordance with our Privacy Policy, which is incorporated into these Terms by reference. By using our Products, you consent to the collection and use of your information as described in our Privacy Policy.

We adopt appropriate data collection, storage, and processing practices and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information. However, no method of electronic transmission or storage is 100% secure, and we cannot guarantee absolute security.

17. Governing Law and Jurisdiction

These Terms shall be governed by and construed in accordance with the laws of the State of North Carolina, without regard to its conflict of law provisions.

18. Dispute Resolution

18.1 Informal Resolution

Before initiating any formal dispute resolution proceeding, you agree to contact us at info@workshopmedia.co with a detailed description of your concern. Both parties will attempt to resolve the matter informally within thirty (30) days. **This step is mandatory before proceeding to any formal dispute resolution.**

18.2 Binding Arbitration

PLEASE READ THIS SECTION CAREFULLY. IT AFFECTS YOUR LEGAL RIGHTS, INCLUDING YOUR RIGHT TO FILE A LAWSUIT IN COURT.

Any dispute, claim, or controversy arising out of or relating to these Terms or your use of our Products that cannot be resolved informally shall be resolved exclusively by binding arbitration administered by the American Arbitration Association (“AAA”) under its Consumer Arbitration Rules. The arbitration shall take place in Wake County, North Carolina, or at another location mutually agreed upon. The arbitration may be conducted telephonically or via videoconference if you do not reside in North Carolina.

The arbitrator’s decision shall be final and binding and may be entered as a judgment in any court of competent jurisdiction. Each party shall bear its own costs and attorneys’ fees in connection with the arbitration, except as otherwise required by applicable law or the AAA rules.

18.3 Class Action Waiver

YOU AGREE THAT ANY DISPUTE RESOLUTION PROCEEDINGS WILL BE CONDUCTED ONLY ON AN INDIVIDUAL BASIS AND NOT IN A CLASS, CONSOLIDATED, OR REPRESENTATIVE ACTION.

You waive any right to participate in a class action lawsuit or class-wide arbitration against the Company.

18.4 Opt-Out Right

You have the right to opt out of the arbitration agreement by sending written notice of your decision to info@workshopmedia.co within thirty (30) days of your first purchase from the Company. Your notice must include your full name, email address associated with your purchase, and a clear statement that you wish to opt out of the arbitration agreement. Opting out does not affect any other provision of these Terms.

18.5 Exclusive Venue

To the extent any claim is not subject to arbitration, you agree that any legal action or proceeding shall be brought exclusively in the state or federal courts located in Wake County, North Carolina. You consent to the personal jurisdiction of these courts and waive any objection to venue.

19. Termination

The Company reserves the right to suspend or terminate your access to any or all Products at any time, with or without cause, and with or without notice, including but not limited to cases of: (a) breach of these Terms; (b) fraudulent or unauthorized use of Products; (c) initiation of a chargeback without prior good-faith contact; or (d) conduct that the Company determines, in its sole discretion, to be harmful to the Company, its community, or other customers.

Upon termination, your license to access and use the applicable Products is immediately revoked. Sections of these Terms that by their nature should survive termination (including but not limited to Intellectual Property, Limitation of Liability, Indemnification, Disclaimer of Warranties, and Dispute Resolution) shall survive.

20. Non-Payment and Collection

If you fail to make any payment when due, or if you voluntarily withdraw from any Product before completing all payments under an installment arrangement, you remain fully responsible for the total purchase price. The Company reserves the right to: (a) suspend your access until payment is received; (b) refer the outstanding balance to a collections agency; (c) report non-payment to credit reporting agencies; and (d) pursue legal action for recovery of the unpaid balance plus all costs of collection, including reasonable attorneys' fees.

21. Modifications to These Terms

Workshop Media, LLC reserves the right to update or modify these Terms at any time. Changes become effective upon posting on the Site. Your continued purchase or use of our Products after any modification constitutes your acceptance of the updated Terms. We encourage you to review these Terms periodically. Material changes may be communicated via email or a prominent notice on the Site, but the Company is not obligated to provide individual notice of every change.

22. International Use

If you access or purchase our Products from outside the United States, you do so at your own risk and are responsible for compliance with the laws of your jurisdiction. You acknowledge that your information may be transferred to and processed in the United States, and you consent to such transfer and processing.

23. Third-Party Platforms and Links

Our Products may be delivered through or reference third-party platforms, tools, or services (including but not limited to course hosting platforms, payment processors, email service providers, and social media platforms). The Company is not responsible for the practices, policies, or content of any third-party platform. Your use of third-party platforms is subject to their own terms of service and privacy policies.

Any links to third-party websites or resources provided in our Products are for convenience only. The Company does not endorse and is not responsible for the content, accuracy, or availability of any third-party resource.

24. Force Majeure

The Company shall not be liable for any delay or failure in performance resulting from causes beyond its reasonable control, including but not limited to acts of God, natural disasters, pandemics, government

actions, war, terrorism, labor disputes, power failures, internet disruptions, or failures of third-party platforms or service providers.

25. Severability

If any provision of these Terms is found to be invalid, illegal, or unenforceable by a court of competent jurisdiction, that provision shall be modified to the minimum extent necessary to make it enforceable, or if modification is not possible, severed from these Terms. The remaining provisions shall continue in full force and effect.

26. Entire Agreement

These Terms, together with our Privacy Policy and any additional terms referenced herein or presented at the time of purchase, constitute the entire agreement between you and Workshop Media, LLC regarding your use of our Products. These Terms supersede all prior and contemporaneous agreements, proposals, representations, and understandings, whether written or oral, relating to the subject matter hereof.

27. Waiver

The failure of the Company to enforce any right or provision of these Terms shall not constitute a waiver of that right or provision. Any waiver of any provision of these Terms will be effective only if in writing and signed by an authorized representative of the Company.

28. Assignment

You may not assign, transfer, or delegate your rights or obligations under these Terms without the prior written consent of the Company. The Company may freely assign its rights and obligations under these Terms without restriction, including in connection with a merger, acquisition, sale of assets, or by operation of law.

29. Contact Information

If you have any questions about these Terms, need assistance with a purchase, or wish to report a concern, please contact us at:

Workshop Media, LLC

Email: info@workshopmedia.co

Website: brandstoryessentials.com