

OUR TERMS OF SERVICE

Courses, Intensives and Coaching | Updated October 2026

These are the terms and conditions on which we provide our courses and coaching services to you. Please read these terms carefully before you purchase any of the following (each a **Service**):

- the **Publicise Yourself Academy** (self-paced online course);
- the **Paycheck to Purpose** Signature Coaching package (self-paced online course);
- the **90-Minute Intensive** (Visibility Diagnostic); or
- the **Executive Visibility Day** (one-day intensive).

By purchasing or booking any Service, you confirm that you have read, understood and agree to these Terms of Service. No signature is required. These terms apply to every purchase you make with us, and the version that applies is the one published on our website at the time of your purchase.

1. ABOUT US

We are Life On Her Terms Media (**we, us or our**). You can contact us by writing to us at support@lifeonherterms.com.

2. TERM

We shall provide our Services to you from and until the dates provided in our email confirming your booking, unless and until this agreement is terminated by either party as provided in these terms.

3. OUR SERVICES

General

3.1 You are purchasing education, strategy and coaching services. You are not signing up for done-for-you publicity, marketing or media services. We do not guarantee any particular media coverage, speaking opportunity, client, income or other outcome.

3.2 The 90-Minute Intensive and the Executive Visibility Day are delivered personally by Rachel Reva De Giorgio. Course support, administration and scheduling may be handled by a member of our team.

Self-paced courses

3.3 **Publicise Yourself Academy.** The Publicise Yourself Academy is a self-paced online course. Once you purchase it, within 24 hours you will receive an email with your login details to our membership site. The course provides modules, tools, scripts, templates and resources to help you pitch yourself and your business to the media.

3.4 **Paycheck to Purpose (Signature Coaching).** Paycheck to Purpose is a self-paced online course made up of a welcome pack, a one-week orientation, six modules with videos and workbooks, reading and resource materials, and email support during the course.

3.5 The following applies to both self-paced courses:

- (a) **No live or one-to-one access.** The courses are self-paced study programs. They do not include live calls, group coaching calls, or one-to-one coaching, consultations or feedback sessions with Rachel or our team.
- (b) **Online community.** Access to any online community or social media group (such as a Facebook group) is not included in or guaranteed by the purchase of a course. If we choose to offer a community, we may change, pause or close it at any time, and doing so does not entitle you to a refund.
- (c) **Email support.** Where a course includes email support, it is limited to questions about the course content and how to access it, sent to support@lifeonherterms.com. We aim to respond within 48 hours on business days.

(d) **Lifetime access** means access for as long as we continue to offer the course on our membership site. If we stop offering a course, we will give you at least 30 days' notice so you can download the materials available for download.

(e) You are responsible for completing the modules, homework and reading. Results depend on the action you take.

90-Minute Intensive (Visibility Diagnostic)

3.6 The 90-Minute Intensive is a one-to-one strategy session that diagnoses where your visibility is stuck and gives you a clear starting point. It includes:

- (a) a welcome pack, sent to you within 24 hours of booking, which you must complete and return at least 48 hours before your session;
- (b) one 90-minute session held online via Zoom or Google Meet;
- (c) a one-page Diagnostic Summary, delivered within 2 business days of the session, covering your ideal client definition, the specific problem you solve, a first offer to test with a starting price, your core message and elevator pitch, one headline for your website or media, and one next step for the month;
- (d) the recording of the session; and
- (e) a 48-hour question window: after your Diagnostic Summary arrives, you have 48 hours to email any clarifying questions, and we will send one consolidated response.

The 90-Minute Intensive does not include ongoing coaching or implementation of marketing on your behalf. Any time not used within the session (for example, because you arrive late) cannot be carried over.

Executive Visibility Day

3.7 The Executive Visibility Day is one full day (6 hours) of one-to-one work, designed to leave you with a finished visibility system. It includes:

- (a) a session held in person at a private venue in Newcastle, NSW, with lunch and refreshments included. Sydney dates are available on request, and the session may be held online via Zoom for interstate and international clients by agreement;
- (b) a positioning framework and core message (one-page document);
- (c) three written media pitches ready to send;
- (d) a professional bio and media one-sheet;
- (e) on-camera media training, including a recorded AI-simulated interview;
- (f) a website and LinkedIn copy audit with rewrites;
- (g) a 90-day visibility plan; and
- (h) a written action plan, sent to you within 3 business days of the day.

Before the day, you must provide the background information and materials we reasonably request (such as your current bio, website and LinkedIn profile) so we can prepare. The Executive Visibility Day is a defined engagement with a clear endpoint and does not include ongoing coaching after the written action plan is delivered.

3.8 AI-simulated interview. The simulated interview in Clause 3.7(e) uses third-party artificial intelligence tools. You consent to the use of those tools for this purpose and agree not to share confidential information during the simulation that you do not want processed by them.

Diagnostic credit

3.9 If you complete a 90-Minute Intensive and then book an Executive Visibility Day within 60 days of your Diagnostic session, the full \$1,500 you paid for the 90-Minute Intensive will be credited toward the Executive Visibility Day. The credit applies once, is not transferable, cannot be exchanged for cash, and expires if not used within that 60-day period.

Bookings, rescheduling and attendance

3.10 For the 90-Minute Intensive and the Executive Visibility Day (together, the **Intensives**):

- (a) your session date is secured once payment has been received;
- (b) you may reschedule your session by giving us at least 48 hours' notice for a 90-Minute Intensive, or at least 7 days' notice for an Executive Visibility Day;
- (c) if you cancel or reschedule with less notice than required in (b), or do not attend, the session is treated as delivered and is not refundable, except where you are unable to attend due to illness, injury or an emergency and you let us know as soon as reasonably practicable, in which case we will make reasonable efforts to rearrange it; and
- (d) if you are more than 15 minutes late to an online session without notice, we may treat the session as missed.

3.11 If we are unable to provide a session due to illness or injury or for any other reason, we shall notify you as soon as reasonably practicable and make all reasonable efforts to rearrange it at a time that suits you. If you are unable to attend a session because of illness or injury or for any other reason, you shall notify us as soon as reasonably practicable and, where possible, within the notice periods in Clause 3.10, so that we can make all reasonable efforts to rearrange it.

3.12 If our performance of a Service is affected by an event outside our control, we will contact you as soon as possible to let you know and we will take steps to minimise the effect of the delay. Provided we do this, we will not be liable for delays caused by the event.

4. PAYMENTS AND PRICES

4.1 The cost of our Services will be displayed on our website (www.lifeonherterms.com) or in your booking confirmation. All prices are in Australian dollars and include GST where applicable.

4.2 We accept payment through our online payment provider (currently Stripe) using major credit and debit cards, and by any other method we agree with you in writing.

4.3 The 90-Minute Intensive and the Executive Visibility Day are paid in full, in one payment, at the time of booking, unless we agree otherwise in writing.

4.4 Payment plans may be available for our self-paced courses on request by emailing support@lifeonherterms.com. If you take a payment plan, you will be debited according to the agreed schedule. If there is an issue with your payment, we will contact you to resolve it as soon as possible. If a payment remains outstanding, we reserve the right to suspend or cancel your access to the course and its materials.

4.5 It is always possible that, despite our best efforts, a Service may be incorrectly priced. Should this occur and the correct price is lower, we will charge the lower amount; where the correct price is higher, we shall email you to confirm the higher cost and give you the opportunity to cancel your booking. If we accept and process your booking where a pricing error is obvious and unmistakable and could reasonably have been recognised by you as a mispricing, we may end the contract and refund you any sums you have paid.

4.6 If you have paid for a Service, you have 14 days after the day we email you to confirm we accept your booking to change your mind. However, once we have provided the Service (including once an Intensive session has been held, or once you have logged in to and accessed a course), you cannot change your mind, even if that period is still running.

4.7 If you do not make any payment to us by the due date, we may charge interest on the overdue amount at the rate of 4% a year above the Reserve Bank of Australia cash rate target from time to time. Interest accrues daily from the due date until the date of actual payment, whether before or after judgement. You must pay us interest together with any overdue amount.

4.8 If you think any invoice is wrong, please contact us promptly to let us know. You will not have to pay any interest until the dispute is resolved. Once the dispute is resolved, we will charge you interest on correctly invoiced sums from the original due date.

4.9 Subject to Clause 4.6 and your rights under the Australian Consumer Law, no refunds are available for a course once you have accessed it, or for an Intensive once the session has been held or treated as delivered

under Clause 3.10.

5. COMPLAINTS

We hope you will be happy with our Services, but if you have any complaints please email us at support@lifeonherterms.com in the first instance and we will endeavour to resolve any issues.

6. CONFIDENTIAL INFORMATION AND OUR PROPERTY

6.1 You shall not use or disclose to any person, either during or at any time after our engagement with you, any confidential information about our business or affairs which may come to your knowledge in the course of receiving a Service. For the purposes of this Clause 6, confidential information means any information or matter which is not in the public domain and which relates to our affairs. Where we provide you with a media database or access to a membership site, these have taken a significant amount of time to create and are for your personal use only; they must not be shared, and your login details must not be shared with anyone else. All materials and modules are our intellectual property, and any replication or re-selling of this content will mean we remove your access and may take legal action.

6.2 Recordings of your Intensive (including the session recording and the AI-simulated interview) are provided for your personal use. We will not share them with other clients or use them publicly without your written consent.

6.3 The restrictions in Clause 6.1 do not apply to any use or disclosure authorised by us or required by law, or to any information which is already in, or comes into, the public domain otherwise than through your unauthorised disclosure.

6.4 We shall not use or disclose to any person, either during or at any time after our engagement with you, any information which you provide to us as part of a Service, unless authorised by you or required by law, or unless the information is already in, or comes into, the public domain otherwise than through unauthorised disclosure.

6.5 All documents, manuals, welcome packs, orientation packs, modules, workbooks, templates, homework and software provided for your use by us remain our property. The materials prepared specifically for you during an Intensive (such as your Diagnostic Summary, media pitches, bio, media one-sheet, copy rewrites and plans) are yours to use in your own business, but the frameworks and templates behind them remain ours.

7. PRIVACY AND DATA PROTECTION

7.1 We will use the personal information you provide to us to provide the Service, process your payment and, if you agreed to this during the booking process, inform you about similar services we provide. You may stop receiving these communications at any time by contacting us.

7.2 We handle your personal information in accordance with the *Privacy Act 1988* (Cth) and the Australian Privacy Principles. Where you choose to share sensitive information with us (for example, information about your health, background or beliefs) so that we can tailor our work to you, you consent to us holding and using it for that purpose only.

7.3 You consent to us making your information available, where reasonably necessary, to those who provide products or services to us (such as advisers and software providers), to regulatory or government authorities where required by law, and to potential purchasers of our business or any part of it.

7.4 Some of the platforms we use (such as video-conferencing, AI, payment and course-hosting platforms) may store data outside Australia. You consent to your information being transferred and stored overseas for the purpose of providing the Service.

8. INTELLECTUAL PROPERTY

8.1 All intellectual property rights and any other rights in our materials are owned or licensed by us. Such materials include (without limitation) any welcome packs, orientation packs, modules, videos, workbooks, frameworks, templates, scripts and homework.

8.2 Any materials we supply or provide to you are for your personal use only and should not be distributed or copied without our prior permission. You are not permitted to use our course materials for commercial purposes, such as teaching or reselling them to others.

8.3 If you are interested in using our materials for commercial purposes, please contact us at support@lifeonherterms.com.

9. LIABILITY

9.1 If we do not comply with these terms, we shall be responsible for any loss or damage you suffer that is a foreseeable result of our breaking this contract or our failing to use reasonable care and skill. Loss or damage is foreseeable if either it is obvious that it will happen or if, at the time the contract was made, both we and you knew it might happen, for example if you discussed it with us beforehand. To the extent permitted by law, we will have no liability to you for any loss of profit, loss of business, business interruption, or loss of business opportunity.

9.2 We do not exclude or limit in any way our liability to you where it would be unlawful to do so. This includes liability for death or personal injury caused by our negligence or the negligence of our employees, agents or subcontractors; for fraud or fraudulent misrepresentation; and for breach of your legal rights in relation to the Service. Nothing in these terms excludes, restricts or modifies any consumer guarantee, right or remedy you may have under the Australian Consumer Law.

9.3 You agree that only you can make changes to your life and business, and you are solely and completely responsible for your progress and results from the Service. We will give you guidance and practical tools to help you achieve your goals, but we cannot guarantee that you will achieve them, secure media coverage, or achieve the same results as someone else.

10. TERMINATION

10.1 We may at any time end the contract with you by writing (including by email) with immediate effect if:

- (a) you do not make any payment to us when it is due and you still do not make payment within 7 days of us reminding you that payment is due;
- (b) you do not, within a reasonable time of us asking for it, provide us with information that is necessary for us to provide the Service (for example, you do not return your welcome pack or pre-session information as required by Clause 3.6 or 3.7), or you provide information that is incomplete or incorrect and do not correct it within a reasonable time of us asking;
- (c) you do not behave professionally, courteously and respectfully with us and our team;
- (d) you continuously cancel bookings without providing reasonable explanations;
- (e) in accordance with Clause 3.11, despite our reasonable efforts, we are unable to contact you or we are unable to re-arrange the session; or
- (f) you are in material breach of any of your obligations under this agreement, including Clauses 6 and 8.

10.2 If we end the contract in the situations set out in Clause 10.1, we will refund any money you have paid in advance for Services we have not provided, but we may deduct or charge you reasonable compensation for the net costs we will incur as a result of your breaking the contract (for example, non-refundable venue costs for an Executive Visibility Day).

10.3 Any delay by us in exercising our rights to terminate shall not constitute a waiver of those rights.

10.4 You may end the contract with us with immediate effect by emailing support@lifeonherterms.com, and we will refund you in full for any Service which has not been provided or has not been properly provided, only if:

- (a) we have told you about an error in the price or description of the Service you have booked and you do not wish to proceed;
- (b) there is a risk the Service may be significantly delayed because of events outside of our control; or
- (c) you have a legal right to end the contract because of something we have done wrong.

10.5 Even if we are not at fault and you do not have a right to change your mind (see Clause 4.6), you can still end the contract before it is completed. A contract for services is completed when we have finished providing the Service and you have paid for it. If you want to end a contract before it is completed where we are not at fault and you have not changed your mind, just contact us to let us know. The contract will end immediately once we have sent notice to you in writing (normally by email), but we will not refund any sums paid by you for the Services, and you shall remain liable for outstanding payments (including any remaining instalments under a payment plan).

11. GENERAL TERMS

11.1 We shall be permitted to transfer our rights and obligations under these terms to another party.

11.2 You may only transfer your rights or your obligations under these terms to another person if we agree to this in writing.

11.3 No third party shall have any rights under these terms.

11.4 Each of the paragraphs of these terms operates separately. If any court or relevant authority decides that any of them are unlawful, the remaining paragraphs will remain in full force and effect.

11.5 Any delay in enforcing our rights or bringing an action against you shall not be a waiver of our rights. Even if we delay in enforcing this contract, we can still enforce it later.

11.6 This agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the laws of New South Wales, Australia.

11.7 The courts of New South Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with this agreement or its subject matter or formation (including non-contractual disputes or claims).