

Consent & Release Agreement *for Coaches*



Copyright © 2015-2020 by Nakia Gray, Esq. All rights reserved.

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without prior written permission of the publisher. For permission requests or inquiries, email support@lockedandlawyered.co

Hey there!

You've done it! You've taken your biz one step closer to being fully protected. 🥳

If this is our first time meeting, thank you for trusting me with the legal bits of your biz - they're incredibly important and getting them sorted can save you time, money, and energy.

In fact, that's what I'm all about.

As an Intellectual Property Lawyer, **I specialize in giving online entrepreneurs the tools they need to experience profit, protection, and peace of mind while they build the brand of their dreams.**

I've seen a lot in my years as a lawyer and entrepreneur, that's why I'm here providing these resources for you. So if you know your business could use a lil' or a lot more legal TLC, keep me in mind.

Now, let's dive into the Consent & Release Agreement for Coaches.

A Consent & Release Agreement for Coaches should be used whenever you want to use a client's photograph, video, written testimonial, appearance and or likeness for any commercial purpose (e.g. on your website, on social media, on promotional materials, etc.)

So for instance, let's say, you've just wrapped up working with a client and you want to feature their experience on your website, on social media, and in an email to your list. Before you do that, you want to have them sign a consent and release agreement ... and here's why:

- It protects you from being sued if your client were to come back and say you didn't have permission to share their testimonial or image.
- The client knows up front that they're providing this testimonial for you and that you're going to use it for commercial purposes (i.e. you're not just going to keep it locked away for your eyes only). They also know that they're not being compensated for providing a testimonial.

This agreement is very easy to customize because there's not a lot to it. Ready to get started? Let's go!

Consent & Release Agreement

I, _____, authorize _____
{YOUR NAME/BUSINESS NAME} to use my:

- Name, biography and likeness in connection with the program *{if applicable}*;
- Photograph *{if applicable}*;
- Video *{if applicable}*;
- Written testimonial *{if applicable}*;
- Voice and performance as part of the media program *{if applicable}*;
- Handouts, or any material *{if applicable}*;
- and likeness for any commercial purpose from now and forever, throughout the universe, including on *{My/Our}* website, social media profiles, marketing materials, or any other means of mass, digital, or electronic media and in any and all other mediums currently existing or created in the future.

I understand that I will not be compensated for **{YOUR NAME/BUSINESS NAME}**'S use of my *{work, photograph, video, written testimonial, appearance, and/or likeness}* now or anytime in the future.

I hereby release and agree to indemnify and hold harmless **{YOUR NAME/BUSINESS NAME}** and their subsidiaries, affiliates, successors, assigns, officers, directors, agents, owners, employees, thereof, from any and all claims, actions, causes of action, damages, expenses, court costs, attorney fees, liability damage or judgment brought forth as a result of my participation or testimonial materials furnished by me.

Signature _____

Print name _____

Date _____

E-mail address _____

This is pretty straightforward, just make sure to include your name or business name and the specifics of what you're going to be using and where you're going to use it.