

THE CAKE BUSINESS LOUNGE – 1:1 COACHING TERMS & CONDITIONS

These Terms & Conditions apply to all 1:1 coaching services provided by The Cake Business Lounge, including:

- Business Power Hour
- Business Growth Package
- Business Elevation Package

By booking any of these services, you agree to the terms outlined below.

1. SERVICE OVERVIEW

All coaching sessions are delivered via Zoom and are designed to provide strategic support, guidance, and accountability for your cake business.

Coaching covers areas including (but not limited to):

pricing strategy, marketing, social media, business strategy, website and brand reviews, mindset, confidence, and accountability.

Coaching is a support service designed to guide you in your business. It does not guarantee results, as outcomes depend on your own implementation and actions.

2. BUSINESS POWER HOUR

The Business Power Hour is a 60-minute 1:1 coaching session focused on one key area of your business.

This session is designed for clarity, direction, and actionable next steps.

- Session length: 60 minutes via Zoom
- The final 5–10 minutes will be used to summarise the session, and set action steps
- Must be booked and used within 6 weeks of purchase

Late arrivals (including within the 10-minute grace period) will still result in the full session time being used. If you arrive late, the session will still finish at the scheduled end time.

Failure to attend your session will result in the session being cancelled without refund.

3. BUSINESS GROWTH PACKAGE (6 SESSIONS)

The Business Growth Package includes 6 x 1:1 coaching sessions designed to build momentum, implement strategy, and grow your cake business over time.

- 6 x 60-minute Zoom coaching sessions
- Sessions must be used within 18 weeks of purchase
- Sessions can be taken weekly, fortnightly, or approximately every 3 weeks

Each session includes a recap, action plan, and next step planning within the final 5–10 minutes.

4. BUSINESS ELEVATION PACKAGE (12 SESSIONS)

The Business Elevation Package includes 12 x 1:1 coaching sessions designed for deeper transformation and long-term business development.

- 12 x 60-minute Zoom coaching sessions
- Sessions must be used within 9 months (approximately 36 weeks) of purchase
- Sessions can be taken weekly, fortnightly, or approximately every 3 weeks

Each session includes a recap, action plan, and next step planning within the final 5–10 minutes.

5. SESSION RECORDINGS & RESOURCES

All coaching sessions are recorded and provided to you after each session.

Alongside this, you will receive:

- A personalised PDF action plan (or plans depending on package)
- Session summaries with key points and next steps
- Relevant tools, resources, and links tailored to your business

Please allow up to 48 hours for session recordings, notes, and resources to be sent.

6. WHATSAPP SUPPORT (GROWTH & ELEVATION PACKAGES ONLY)

WhatsApp support is included only with the Business Growth Package and Business Elevation Package.

Support is available for:

- Questions
- Clarification
- Accountability
- Emotional support relating to business
- Check-ins between sessions

WhatsApp support is available:

- Monday, Wednesday, Thursday, Friday: 10am–2pm
- Response time: within 24 hours
- Text and voice notes are both accepted

This is not an emergency service. All messages will be responded to within the stated response time.

7. SESSION LATE ARRIVALS & NO SHOWS

A 10-minute grace period is allowed for all Zoom sessions.

If you arrive within the 10-minute grace period, your session will still end at the originally scheduled time.

If you arrive after the 10-minute grace period, the session will still end at the original end time, and any time missed will be lost.

If a session is missed entirely, it must be rescheduled.

Two missed appointments, without notice, will result in the sessions being cancelled and only being able to book the remaining number of sessions in your package.

8. RESCHEDULING POLICY

A minimum of 24 hours notice is required to reschedule any session.

If you are unable to attend, you must notify me as soon as possible.

Sessions can be rescheduled at any time, but must fall within the time period your coaching package is available.

For business power hours - this session must be rescheduled within the 6 week period.

9. PACKAGE PAUSES (Packages Only)

Packages may be paused for up to 30 days.

This is not guaranteed and will be approved at my discretion following discussion.

If a pause is agreed, the package expiry will be extended accordingly.

For example:

If your package is paused for 15 days, your expiry date will also be extended by 15 days.

The Business Power Hour cannot be paused and must still be used within 6 weeks.

10. REFUND POLICY

A 14-day cooling-off period applies from the date of purchase, provided no coaching sessions have taken place, a full refund will be processed.

If a session takes place within the 14-day cooling-off period, the following applies:

- You will be charged for any sessions delivered
- Any remaining balance will be refunded

The cost per session will be calculated based on the total package price divided by the number of sessions included in the package.

11. RIGHT TO REFUSE SERVICE

The Cake Business Lounge reserves the right to refuse future bookings or cancel a package if terms are not followed, including repeated missed sessions, disruptive behaviour, or failure to engage appropriately with the coaching process.

12. CLIENT RESPONSIBILITY

By booking coaching, you agree that:

- You are responsible for implementing the advice and strategies provided
 - Results are not guaranteed and depend on your own actions
 - Coaching is a support and guidance service, not a done-for-you service
 - You are committed to actively participating in your business growth
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13. BOOKING & AGREEMENT

By purchasing any coaching service from The Cake Business Lounge, you confirm that you have read, understood, and agree to these Terms & Conditions.

14. PRIVACY, DATA & CONFIDENTIALITY

Your privacy and the confidentiality of your business are taken seriously at all times.

What information is collected

When you book coaching, the following information may be collected:

- Name
- Email address
- Phone number
- Business name
- Social media handles
- Website details
- Payment details (processed securely via Stripe – not stored directly)
- Coaching notes and any business information shared during sessions

How your information is stored

Your data may be stored securely using the following platforms:

- Wix (website and booking system)
- MailerLite (email communication, only if you opt in)
- Zoom (session delivery)
- Fathom (session recordings and notes)

All reasonable steps are taken to ensure your data is stored securely.

Confidentiality

Everything discussed within coaching sessions is treated as strictly confidential.

Your business information, challenges, and discussions will not be shared outside of your coaching sessions.

Use of coaching examples

From time to time, aspects of coaching sessions may be used for educational or promotional purposes (such as social media or email content).

- You will always be asked for permission before anything is shared
- If permission is not given, nothing will be used
- If permission is given, content will be anonymised unless you explicitly agree otherwise
- Any screenshots or recordings will be blurred or edited to protect your identity

You will be asked for permission on a session-by-session basis.

Testimonials

Testimonials or feedback will only be used with your explicit permission.

You will always be asked before anything is shared publicly.

WhatsApp communication

All WhatsApp communication is private and will not be shared with third parties.

Messages may be retained during your coaching package for support and reference.

All WhatsApp messages will be permanently deleted within 1 month of your coaching package ending.

It is your responsibility to save any important information for your own records.

Email communication

All session notes will be emailed to you with links to recordings and resources.

You will only be added to the email mailing list if you choose to opt in. You will not be automatically subscribed to marketing emails.

Third-party services

Your data may be processed through trusted third-party platforms used to deliver services, including:

- Stripe (payments)
- Zoom (coaching sessions)
- Wix (website and bookings)
- MailerLite (email marketing, if opted in)
- Fathom (session recordings and notes)

These platforms have their own privacy policies and data protection measures in place.

Data protection

Your data will never be:

- Sold
- Shared
- Distributed to third parties for marketing purposes

Your information is used solely for the purpose of delivering coaching services and supporting your experience.