

MINDSET PLAYBOOK LLC

Terms of Service & Client Agreement

Effective Date: 9/1/2026

Welcome to Mindset Playbook LLC (“Mindset Playbook,” “we,” “us,” or “our”). These Terms of Service and Client Agreement (“Agreement”) describe the terms that apply to participation in Mindset Playbook mental performance coaching, group programs, team programs, workshops, and related services.

By purchasing, registering for, scheduling, or participating in Mindset Playbook services, you acknowledge that you have read, understood, and agreed to the terms below.

If the participant is under 18 years of age, this Agreement must be accepted by the participant’s parent or legal guardian.

1. Nature of Services

Mindset Playbook provides **mental performance coaching and educational services** designed to help athletes develop practical skills related to sport and performance.

Areas of focus may include:

- Confidence and self-talk
- Focus and concentration
- Emotional regulation
- Responding to mistakes and setbacks
- Resilience
- Pressure management
- Motivation and purpose
- Goal setting
- Performance routines
- Growth mindset
- Identifying and focusing on controllable factors

Services may be provided through individual coaching, group programs, team programming, workshops, educational presentations, exercises, and related resources.

Participation does not guarantee any specific athletic, personal, academic, team, recruiting, or performance outcome.

2. Mental Performance Coaching Is Not Therapy

Mindset Playbook services are not psychotherapy, counseling, clinical mental health treatment, psychological assessment, diagnosis, or medical care.

Although the provider may have education, training, or professional experience in the mental health field, services provided through Mindset Playbook are offered solely within the scope of **mental performance coaching and education**.

Participation in Mindset Playbook does not establish a therapist-client, counselor-client, physician-patient, or other clinical treatment relationship.

Mental performance coaching is not intended to diagnose, treat, cure, or manage mental health disorders or replace services provided by a licensed mental health or medical professional.

If a participant is experiencing concerns that appear to require clinical mental health assessment or treatment, Mindset Playbook may recommend that the participant or family seek support from an appropriately licensed professional. Mindset Playbook reserves the right to pause, decline, or discontinue coaching when the participant's needs appear to fall outside the scope of mental performance coaching.

If you or the participant are experiencing a mental health emergency or are at immediate risk of harm, do not rely on Mindset Playbook coaching or communications for emergency assistance. Contact 911 or your local emergency service, go to the nearest emergency department, or contact the 988 Suicide & Crisis Lifeline where available.

3. Individual Coaching

Individual coaching sessions are designed around the athlete's identified mental performance goals and needs.

Depending on the service selected, coaching may include:

- Initial goal identification and assessment
- Personalized mental performance skill development
- Practice and application strategies
- Between-session exercises or resources
- Reflection and refinement
- Development of individualized performance routines or a Mental Performance Playbook

The specific number, frequency, and duration of sessions will depend on the program or customized package selected by the client.

4. Group Programs

Group programs involve multiple participants learning mental performance concepts and skills together.

Participants acknowledge that Mindset Playbook cannot guarantee the behavior, statements, or confidentiality of other group participants. Participants are expected to respect the privacy of others and refrain from sharing personal information, stories, screenshots, recordings, or other identifying information learned through the group.

Mindset Playbook may establish additional expectations regarding participation and conduct for individual programs.

5. Team Programs

Team programming may be coordinated with coaches, schools, clubs, or athletic organizations and may include workshops, multi-session programs, coach consultations, educational resources, or customized mental performance programming.

Team programming is educational and performance-focused and does not create an individual clinical or therapeutic relationship between Mindset Playbook and participating athletes.

6. Services for Minors

Participants under the age of 18 must have authorization from a parent or legal guardian before participating in Mindset Playbook services.

The parent/legal guardian understands that effective mental performance coaching requires an appropriate level of trust and independence between the athlete and coach.

For individual youth coaching, Mindset Playbook may provide parents/guardians with general information regarding:

- Goals being addressed
- Skills being developed
- Ways to reinforce mental performance strategies
- General progress
- Recommendations related to continued coaching

However, the content of individual conversations with the athlete will not routinely be provided word-for-word to parents.

This coaching privacy should **not be interpreted as clinical confidentiality or therapist-client privilege.**

Mindset Playbook may communicate information to a parent/guardian when reasonably necessary for participant safety, service administration, or when otherwise required or permitted by applicable law.

7. Parent Alignment

Certain youth individual coaching packages may include parent/guardian alignment check-ins.

These check-ins are intended to help parents understand the mental performance skills being developed and identify appropriate ways to support their athlete.

Parent alignment is not family therapy, parent counseling, or psychological consultation.

8. Scheduling and Attendance

Clients are responsible for scheduling and attending sessions according to their selected program or package.

Sessions may be scheduled weekly, biweekly, or according to another schedule agreed upon between the client and Mindset Playbook.

Clients are encouraged to attend consistently to receive the greatest benefit from the program.

Packages must be completed within **6 months** of purchase unless otherwise agreed to in writing.

9. Cancellation and Rescheduling

Individual sessions require at least **24 hours' notice** for cancellation or rescheduling.

Sessions cancelled with less than 24 hours' notice may be considered used and may not be eligible for rescheduling or refund, except at Mindset Playbook's discretion in cases of emergency or exceptional circumstances.

If Mindset Playbook must cancel a session, the session will be rescheduled without penalty.

Group and team sessions may be subject to separate cancellation and attendance policies communicated during registration or contracting.

10. Fees and Payment

Fees for services will be communicated before purchase or registration.

Payment is due according to the terms displayed at checkout, on an invoice, or in a separate service proposal.

Unless otherwise stated:

- Fees are for the complete program or package purchased.
- Coaching services are private-pay and are not billed to health insurance.
- Mindset Playbook does not represent its services as healthcare or insurance-reimbursable mental health treatment.
- Clients are responsible for all applicable fees associated with their selected service.

Pricing may change for future purchases. Changes will not alter the price of a package that has already been purchased unless otherwise agreed upon.

11. Refunds

Because coaching packages reserve service capacity and may include preparation, resources, and individualized planning, payments are generally **non-refundable but are up to Mindset Playbook's discretion. Please see refund policy package details below:**

Situation	Policy
Individual package, before first session	Full refund with 48+ hours notice
Individual package after starting	Generally non-refundable
Individual cancellation	24+ hours = reschedule
<24 hours/no-show	Session may be forfeited
Group cancellation	Full refund 7+ days before start
Group withdrawal after start	No refund
Mindset Playbook cancels program	Refund, reschedule, or credit as appropriate
Team program	Separate contract terms
Individual package expiration	6 months

If a client chooses to discontinue a package before completion, any refund or credit will be determined according to the refund policy in effect at the time of purchase and applicable law.

Mindset Playbook reserves the right to cancel or discontinue a program. If Mindset Playbook cancels prepaid services that have not been provided, the client will receive an appropriate refund or credit for those unused services.

12. Virtual Services and Technology

Some or all Mindset Playbook services will be provided virtually.

Participants are responsible for having appropriate internet access, compatible technology, and a reasonably private environment for participation.

While reasonable efforts will be made to use appropriate technology and protect participant information, no internet-based communication system can be guaranteed to be completely secure or uninterrupted.

Mindset Playbook is not responsible for service interruptions caused by circumstances outside its reasonable control.

13. Communication

Email, scheduling platforms, website forms, or other electronic communication may be used for scheduling, program information, resources, and administrative purposes.

Electronic communications should **not be used for emergencies or urgent mental health concerns**.

Response times are not guaranteed outside scheduled services.

14. Recording

Participants may not record, photograph, screenshot, reproduce, livestream, or distribute coaching sessions, group sessions, team sessions, workshops, or other programming without prior written permission from Mindset Playbook and, where applicable, the other participants.

Mindset Playbook will not record individual or group sessions without appropriate notice and consent.

15. Intellectual Property

All Mindset Playbook materials—including worksheets, exercises, presentations, frameworks, graphics, guides, Mental Performance Playbooks, videos, program materials, and other original content—remain the intellectual property of Mindset Playbook LLC unless otherwise stated.

Clients may use materials provided to them for their own personal, noncommercial use.

Materials may not be reproduced, sold, published, distributed, modified for commercial use, taught as another person's program, or shared publicly without written permission from Mindset Playbook.

16. Participant Conduct

Participants agree to engage respectfully and appropriately in Mindset Playbook programming.

Mindset Playbook reserves the right to remove or discontinue services for a participant whose behavior is threatening, discriminatory, harassing, unsafe, significantly disruptive, or otherwise inappropriate for the coaching environment.

When reasonably possible, concerns will be communicated before services are discontinued.

17. Assumption of Responsibility

Mental performance coaching provides education, strategies, and support, but the participant remains responsible for their own decisions, behaviors, training choices, athletic participation, and implementation of coaching strategies.

Participants should follow the guidance of appropriate coaches, athletic trainers, physicians, mental health professionals, and other qualified professionals when matters fall within those professionals' areas of expertise.

18. No Guarantee of Results

Athletic performance depends on numerous factors outside the control of Mindset Playbook.

Mindset Playbook does not guarantee:

- Improved statistics or athletic results
- Increased playing time
- Team selection
- College recruitment
- Scholarships
- Starting positions
- Elimination of nervousness, pressure, or mistakes

- Specific psychological or personal outcomes

The purpose of coaching is to provide athletes with tools and opportunities to intentionally develop their mental performance skills.

19. Privacy

Mindset Playbook will handle personal information in accordance with its **Privacy Policy** and applicable law.

Because Mindset Playbook services are non-clinical coaching services, clients should not assume that information is governed by the same privacy, recordkeeping, or confidentiality requirements that apply to psychotherapy or healthcare services.

20. Changes to Services or Terms

Mindset Playbook may update its services, policies, pricing, or these Terms from time to time.

The version accepted at the time of purchase or registration will govern that transaction unless changes are required by law or separately agreed upon.

21. Governing Law

To the extent permitted by applicable law, this Agreement will be governed by the laws of the **Commonwealth of Massachusetts**, without regard to conflict-of-law principles.

Nothing in this Agreement is intended to waive rights that cannot legally be waived under applicable state or federal law.