OVERVIEW

Story Consent Form

Turn client stories into usable proof — ethically and in writing.

CLIENT / NAME	COACH	SESSION DATE

P Purpose

Draft one reusable consent form that lets clients approve exactly how their story, words and results may appear in your marketing.

W Why this matters

Consent given casually is consent revoked angrily. A written, specific, revocable consent protects the client's dignity, your reputation, and the story itself.

1 What you will ask for

Work here
Define the layers: anonymized mention, named quote, full story with details.

2 Where it may appear

Work here
List the surfaces: website, social media, workshops, this toolkit's proof bank.

- [ ] Website
- [ ] Social media
- [ ] Workshops and talks
- [ ] Printed materials
- [ ] Private proof bank only

3 The revocation line

Work here
Write the sentence that lets the client withdraw consent anytime, without explanation.

4 The ask script

Work here
Write the spoken version: how you will invite consent during a natural, grateful conversation.

5 File it

Work here
Decide where signed consents live and how you will find them before every publication.

R Read it back

READ-BACK

Read your form as a client would. Is every use described in plain words, with a real choice — including 'no'?

YOUR NEXT MOVE

Use this form before adding any story to Tool 08 (Permissioned Proof Bank). No consent, no story — ever.