

Authority Membership Terms

Updated September 2026

By registering via a link, you (the "Client") acknowledge and agree that registration signals acceptance of these Terms and your membership begins immediately.

1. Price	£195 per month , for a minimum of 6 months from joining (clause 6).
2. As a member, you get:	1. Authority Gap Audit, 2. Brand Positioning Consultation, 3. Community & private group access, 4. Bespoke coaching, guidance and strategy from Storytold, 5. Weekly Peer Advisory sessions, 6. Monthly Masterclasses, 7. Monthly Authority Reviews, 8. 24/7 Access to proprietary resources. Bonus: Promotion on our Members Directory
3. What else?	The membership includes everything above for £195 per month. Want Storytold to do more for you? Let us know and we'll create a bespoke partnership to meet your needs, starting from £795 per month.
4. How to pay each month	Membership is payable monthly in advance by GoCardless Direct Debit. GoCardless will notify you in advance of the payment date and amount. By registering the Direct Debit, you authorise GoCardless to collect each monthly fee while your membership continues, subject to your statutory cancellation rights and these Terms.
5. Member Promotion	Storytold promotes all members on our website and sends opportunities your way whenever possible. You consent to this with your membership.
6. Cancellation	You may cancel by emailing jack@storytold.co.uk with an official request. If you cancel within the 14 day 'cooling-off' period, see Clause 6.3. After the cooling-off period, the minimum 6 month commitment applies and any early termination will be subject to Clause 6.

This summary covers the key terms. You can also read the full terms below:

FULL TERMS:

0. DEFINITIONS:

0.1. "Service Provider" means Storytold Creative Ltd, a company registered in England and Wales, No. 16171126 whose registered office is at Severn House, Hazell Drive, Newport, Wales, NP10 8FY.

0.2. "Client" means "You", the member paying for these Services.

0.3. "Terms" means the Terms included in this document and Attachments.

0.4. "Services" means the work undertaken by the Service Provider, for the Client, as specified in this document. This document supersedes and takes precedence over any and all marketing material pertaining to the Services provided.

0.5. "Charges" means the fees the Client pays to the Service Provider, specified in these Terms.

1. PRICE

1.1. The Authority Membership is charged at £195 per month, payable monthly in advance in accordance with Clause 4.

1.2. The Client agrees to the minimum six month commitment set out in Clause 6.1. Following the initial six month period, the Membership continues on a rolling monthly basis unless and until terminated in accordance with Clause 6.

1.3. Storytold reserves the right to increase the monthly membership fee where reasonably necessary to reflect increases in its costs of providing the Membership, changes in the scope or nature of the Membership, or other reasonable changes in the circumstances of the Service Provider. Storytold will provide the Client with at least two separate email notifications of any proposed increase, with the first notification provided no less than three months before the increased fee is due to take effect and the second notification provided no less than 30 days before the increased fee is due to take effect. Each notification will state the new monthly fee and the date on which it will take effect. The Client may terminate their Membership by written notice before the increased fee takes effect and will not be required to pay the increased fee. If the Client does not terminate their Membership before the increased fee takes effect, the increased fee will automatically apply from the notified effective date and will thereafter be collected in accordance with these Terms.

2. MEMBERSHIP DELIVERABLES

The Authority Membership provides the Client with the tools, systems, and community required to build their authority. The deliverables included in this membership are:

- 2.1.** Authority Gap Audit
- 2.2.** Brand Positioning Consultation (including Brand Discovery).
- 2.3.** Storytold Community and private group access (via WhatsApp or Slack)
- 2.4.** Direct access to the private Storytold Team for coaching, advice and guidance.
- 2.5.** Weekly Peer Advisory sessions including Q&A
- 2.6.** Monthly Masterclasses on various topics pertaining to marketing
- 2.7.** Monthly Authority Reviews (scoring your Visibility, Reputation, Consistency).
- 2.8.** 24/7 access to proprietary resources and guides.

Additional services can be purchased from Storytold Creative Ltd.

Enquire with Jack@storytold.co.uk for more information.

3. SERVICES PROVIDED

- 3.1.** The Service Provider agrees to supply the deliverables defined within the Authority Membership tier.
- 3.2.** The Service Provider is not obliged to provide additional services beyond the scope of the membership without appropriate additional financial compensation.
- 3.3.** Depending on the scope, the bulk of the deliverables (such as audits, discovery sessions, and Consultations) may be completed within the initial weeks of the membership. The quantity of work delivered will vary over the contracted period, but the value of the agreement is for the full minimum term.

4. CHARGES AND INVOICING

4.1. Invoices for the membership will be issued and paid in advance of the month for which payment is due. They will be collected via the Direct Debit mandate the Client set up at the start of the membership using a third party system, GoCardless.

4.2. There are no refunds or rebates payable in respect of the Service Provider's charges.

4.3. The Service Provider reserves the right to charge interest on overdue amounts at the maximum rate permitted by applicable law, calculated daily from the date payment became due until payment is received.

5. MEMBERS DIRECTORY & PROMOTION

5.1. The Member grants Storytold permission to use the Member's business name, business description, logo, photograph and other information supplied by the Member, or publicly available, for the purposes of operating and promoting the Storytold network, Members Directory and related Storytold activities.

5.2. The Member confirms they have the necessary rights and permissions to provide any assets supplied to Storytold for these purposes. If the Member does not supply any assets, existing brand assets publicly available online that represent the Member will be used.

5.3. Storytold may remove, amend or update directory information where reasonably necessary to maintain the quality, accuracy or presentation of the Members Directory.

6. TERM AND TERMINATION

6.1. Minimum Commitment: By joining the Authority Membership, the Client commits to a minimum 6 month term (total commitment: £1,170). After this, the agreement continues on a rolling basis and may be terminated by either party with 30 days' written notice.

6.2. 14-Day Statutory Cooling-Off Period: Under consumer protection laws, the Client has a statutory right to cancel their membership within 14 calendar days of signup.

6.3. Immediate Access & Pro-Rata Deductions: By registering for the Authority Membership and accessing the membership, community, resources or Services immediately after signup, the Client expressly requests and agrees that the Service Provider may begin providing the Services before expiry of the 14-day cooling-off period. If the Client cancels within this period, the Service Provider will refund the initial payment, minus a proportional deduction for all onboarding, setup, audits, and services already provided up to the date of cancellation.

6.4. Enforcement: Subject to any rights the Client has under applicable law, if the Client does not validly cancel within the applicable statutory cancellation period, the Client remains responsible for the Charges payable during the six month minimum term. If the Client seeks to terminate the Membership before the expiry of the minimum term other than in accordance with these Terms or applicable law, the Charges that would otherwise have become payable for the remainder of the minimum term shall become immediately due and payable, to the extent permitted by law.

6.5. How to Cancel: Cancellation requests must be submitted via email to jack@storytold.co.uk. Any cancellation requests received after the cooling-off period will initiate an invoice for the remaining contract period, which the Client will be required to pay, subject to applicable law.

6.6. Termination for Breach: The Service Provider reserves the right to terminate the agreement immediately in writing if the Client is in material breach of these Terms.

6.7. Termination by the Service Provider: Storytold may terminate the Membership on written notice if it decides to cease offering the Authority Membership as a service. Where reasonably practicable, Storytold will provide the Client with advance notice of such termination. The Client will not be charged for any period following the effective date of termination, and any statutory rights or other rights available to the Client under applicable law will remain unaffected.

7. LIABILITY AND INDEMNITY

7.1. To the maximum extent permitted by law, the Service Provider's total liability to the Client shall be limited to the total fees paid by the Client under this Agreement.

7.2. Nothing in these Terms shall exclude or limit any liability which cannot lawfully be excluded or limited, including liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, or any other liability which cannot legally be excluded or limited.

7.3. Neither Party shall be liable to the other for any indirect or consequential losses, including loss of profits, revenue, or business goodwill.

7.4. The Client shall indemnify and hold harmless the Service Provider against all claims, losses, or legal fees arising from the Client's breach of this Agreement or any third-party intellectual property infringement claims regarding materials the Client provides.

8. INTELLECTUAL PROPERTY

All systems, unique concepts, reports, and internal documentation developed by the Service Provider remain the exclusive property of the Service Provider, even membership ends. Any source documents, files, or materials provided by the Client remain the property of the Client.

9. GOVERNING LAW

9.1. These Terms shall be governed and construed in accordance with English Law, and the Courts of England shall have exclusive jurisdiction.

9.2. If any provision of this Agreement is held to be invalid or unenforceable by UK law, it shall be deemed deleted, but the remaining provisions shall remain in full force and effect.

10. ACCEPTANCE OF TERMS

10.1. By completing the Authority Membership registration process after being provided with these Terms, including by completing a payment or Direct Debit mandate through GoCardless or another third-party payment provider, the Client confirms that they have had the opportunity to read these Terms and agrees to be legally bound by them.

10.2. The Client expressly acknowledges the monthly Membership fee, minimum six-month commitment, payment arrangements and cancellation provisions set out in these Terms.

10.3. Nothing in these Terms affects any statutory rights which cannot lawfully be excluded or restricted.