

Coaching and Editing Contract Terms

I serve writers who require a professional, objective view on the impact of their artistic and creative work and who seek an understanding of the publishing world with a view to finishing their book.

In serving writers, I edit written manuscripts in MS Word (editing), and I help writers get clear on their idea for a book and how to write it and to see it through to publication (book coaching).

These are the terms on which I do business. Read them before you pay me, because when you pay me, you will be bound by them.

1. Terms that apply to all aspects of our business relationship

These terms apply to whatever paid service I provide to you, whether book coaching, editing, or something else.

Application form

Before we work together, I may ask you to complete my application form at <https://ruthbullivant.com/apply>. All the terms in that form are incorporated into this set of terms which forms our contract when you acknowledge your acceptance of these terms in writing by email, or make your first payment, whichever is sooner.

Scope of work

I will describe the scope of the work I will undertake for you, and the fee to be charged, by email and that description is incorporated into (meaning, *added to*) this set of terms which you accept when you make payment.

Please do not share the emails or the details of our agreement with anyone else: the terms of our agreement should be kept confidential.

I trained hard both for my legal qualifications and my coaching and editing qualifications. Please don't ask me to give my time for free.

Business Information

My business name is **Ruth Pedley, trading as Ruth Bullivant Editing & Book Coaching**. I write, coach and edit under the name of *Ruth Bullivant*. My personal, legal name is *Ruth Pedley*.

I am registered for Value Added Tax (VAT) in the UK under the number **GB239376182**. VAT at 20% is applied to the cost of my services to all UK and EU clients, and to US LLCs. I account to the UK tax authorities for all VAT I collect.

I am contactable by email on the address I give you when you apply for my service. My normal days of business are weekdays.

Consultation Calls

If you need advice on how to move forward with your book, we might meet on a consultation call on a “come as you are” basis: there is no preparation, written feedback, or assignment: just an hour of my undivided attention. The price of this call at the current date is £250 + VAT for one hour.

I offer consultation calls on UK law as it affects book coaches, editors, and writers based in the UK. My fee is currently £175 + VAT for 30 minutes.

Sample editing

If you require your manuscript to be edited, I will first review of a sample of five pages or a maximum of 1,250 words, in MS Word. My review is without charge, but it is dependent on my availability.

If I undertake a sample edit, I will advise you on the best choice of edit (developmental, line, copy edit, or proofreading) at this particular stage of your writing.

I will not be obliged to carry out further editing either on a paid or unpaid basis after reviewing your sample pages and giving my advice. I will carry out only one sample edit on any manuscript, or its subsequent versions.

Applicable law

I hope there will never be any dispute between us but for the record, these terms are governed by the laws of England and Wales, and the courts of England have exclusive jurisdiction to settle any dispute.

Payment

To secure my time, you make payment in advance, in full, for each consultation call and coaching call at least 24 hours before the time of the call as scheduled in either GMT or BST, whichever applies. For my editing service, you pay a 50% non-refundable deposit and the balance on delivery of the edited manuscript. There is more provision as to payment under 2. *Terms that also apply when I edit your work.*

I charge in pounds sterling (GBP); I email you a link to make payment by credit card on the secure payment platform Stripe. I pay the processing fee charged by Stripe.

If you pay in US dollars, or another currency, your credit card company might make a small charge to cover their currency exchange fees.

Payment by you is due on receipt of the link and is non-refundable.

Guarantees

I give no guarantees: neither of monetary success, of finding an agent or a publisher, of reader enjoyment, nor of achieving “bestseller” status.

In my coaching service, I guarantee you an honest and productive experience that will help you to get clear about how to move your book on to the finish.

In my editing service, I guarantee you a careful and thorough edit to the best of my ability in the time and the budget allocated to the job; regrettably, there is no such thing as a 100% perfect edit and I cannot give you that.

Cancellation

Of course, you may withdraw from our business agreement at any time and without fault or explanation. Just let me know that you no longer wish to continue. But if you withdraw or cancel, my policy is not to refund any money you have already paid to me. This is because by the time you pay me anything, I will have – at the very least – delivered a tailored plan of support for you and your book; and I will have carved out and protected time in my schedule for you, despite applications from other writers.

I may withdraw from or cancel our business agreement at any time and without fault or explanation and if that happens, I will refund to you any money you have paid for services I have not rendered.

No solicitor-client relationship

I am a qualified solicitor and registered with the Law Society of England and Wales under the Solicitors Regulation Authority number 144437.

In the work I undertake for you, I am not acting as your solicitor. I have no solicitor-client relationship with you, and therefore no advice I give you constitutes legal advice on which you are entitled to rely.

Liability and indemnity

You agree that I am not and will not and cannot be construed to be liable to you or to any third party for loss or damages of any kind suffered by you or that third party.

Even though I am not acting as your lawyer or giving you legal advice, I will bring questionable material in your manuscript to your attention. If you choose not to follow my suggested course of action, I will in no way be liable for any consequences.

You agree to indemnify and save harmless me from any and all claims or demands alleging libel, copyright infringement, portraying a person (natural or legal) in a false light, intentional infliction of emotional distress, or any other cause of action alleged to have been committed by you in creating or publishing your manuscript.

You agree that I am not responsible for your legal fees and costs in defending any such action brought by third parties.

Acknowledgements

If as a result of my help, you feel intensely grateful and want to mention me by name in your book, please talk to me about it first to ask if I will agree to it, and please only use my name, whether or not by reference to my role as book coach, editor, or any other role as your book consultant, with my written permission.

Severability

If a court decides that any one of these terms is invalid or unenforceable, that decision shall not affect the remainder of these terms which will remain in full force and effect.

Conflict of terms

If there is a discrepancy between the version of these terms on my website (at ruthbullivant.com/legal) and the version I email you when we discussed my availability to serve you, then the version that I email you prevails over the website version.

Changes

This agreement can be changed by written agreement between you and me: an exchange of emails describing and acknowledging the change is sufficient.

2. Terms that also apply when I edit your work

Before you hire me

When we agree to go ahead with your editing service, we determine:

1. What sort of edit your manuscript needs (developmental, OR line, OR copyediting, OR proofreading). See the information on this page to understand the scope of these different services: ruthbullivant.com/editing-different-types
2. We agree a price, and I tell you how much by way of non-refundable deposit needs to be paid to secure my time, and
3. We agree a timetable for you to hand over your manuscript and for me to return it to you, fully edited.

Payment

When we agree to go ahead, I will ask you to make payment of a non-refundable 50% deposit to secure my time in advance; the balance of full payment is due upon delivery of the edited manuscript.

Discrepancy between sample and full manuscript

This quote is given in the reasonable expectation that the manuscript and any other materials furnished for editing are of a comparable standard to the sample provided and on which the quote was based.

If the finished manuscript and materials turn out to be of lower quality, in my professional opinion requiring more time to edit, I reserve the right to negotiate an increase in the fee.

If we cannot reach agreement, that will end our editing relationship and you may forfeit your non-refundable deposit.

Timely delivery of manuscript by you

It is extremely important that you deliver your finished manuscript on the date we agree. If you fail to deliver the manuscript on the agreed date, or if you deliver it partially finished with the intention of sending further pages after the delivery date, I will decide which of the following steps to take:

1. I may cancel our arrangement; as a result, you may forfeit your non-refundable deposit;
2. I may extend the date for return of your edited manuscript to a date of my choosing; or
3. I may agree to edit and return your edited manuscript on or before our first agreed delivery date but on condition that you pay an increased amount for your edits than we initially agreed, at a rate of up to x 100%, to compensate me for the increase in pressure on my schedule.

The decision which step will be taken is mine alone.

Timely delivery of edited manuscript by me

If I fail to return the edited manuscript to you on the date I have promised and the fault is mine, I will refund 5% of the total fee for each subsequent business day (Monday to Friday) until I return the manuscript.

Longer than agreed manuscripts

Whether you deliver your manuscript before, on, or after the agreed delivery date, if the wordcount of your manuscript is higher than we agreed, after taking account of any tolerance I permitted when quoting for the work, then an additional fee at the rate of the pence per word rate quoted x 50% is payable.

3. Terms that also apply to my coaching service

Assignment deadlines

I undertake to give your work equal attention with all my other clients. Your obligation is to submit your assignments by the time and date I ask you.

Usually, you should send your homework so that it is in my inbox by 8 am UK time on the Monday morning before your scheduled call.

If you miss your submission deadline, I will not have time to give deep thought to your work before our call. That means you will get less benefit from coaching.

If you persistently miss deadlines, we will need to discuss and replan and possibly, even, sadly part ways.

4. Terms that also apply when we arrange to meet on a call

All my calls are conducted via Zoom (my account). If I feel it would be beneficial to record our conversation, I will ask your permission. If you would like me to send you the recording file, please be sure to ask me within fourteen days of the call. Files will be deleted within one month of the call.

Rescheduling calls

Please don't reschedule a booked call (unless an emergency has happened) because the whole point of coaching is to bring your raw, authentic self to the call. You don't have to feel "ready" for the call. Otherwise, why would you be paying me to help you?

If you have trouble finding the time or headspace to work on your book and feel a desire to put our call off to a later date, please email me as soon as you start to feel you're in trouble.

If you fail to show up for a call, I will not be liable to refund any payment nor to reschedule.

Emergencies

If you are prevented from attending a scheduled call because an emergency such as illness or injury incapacitates you or someone you care for, email me as soon as possible. Head the email 'URGENT' and we will find a solution.

Ruth Pedley, t/as Ruth Bullivant
14 November 2025