

Module 15, Lesson 6 Handout:
Outsourcing Professionals

In a perfect world, we'd all have the BEST email marketing software, an in-house graphic designer, and a great attorney at our fingertips. But, sadly, we don't live in a perfect world, and we can't always afford these things, especially when trying to get a business off the ground.

However, there are some things we'd REALLY recommend investing in to help you build a solid foundation for your business. As some professionals would say - "You can pay me now or pay me later!" This rings true in a couple particular categories:

1. Legal
2. Accounting
3. Design
4. Tech
5. Anything else you know you REALLY struggle with!

Let's start with legal. Some of the things you'll need to consider are:

- Your website's legal terms and privacy policy
- Your brand name, and if you might be infringing in any way on someone else's trademark
- What is the legal scope of your expertise? What are you allowed and not allowed to do, say, or recommend to your clients?
- What are the rules you have for affiliates?
- Do you need basic contracts drawn up for freelancers or subcontractors?
- Do you need basic contracts drawn up if you will be doing work for freelancers or subcontractors?
- Do you need a disclaimer at the bottom of your emails?
- Do you need to have anything trademarked or copyrighted?
- Is your business properly set up with your state?
- If you have employees, do you have basic agreements, non-compete clauses, pay agreements, etc. in place?
- Do you have non-disclosure agreements ready if needbe?
- Do you need liability or malpractice insurance?
- Do I need to pay my interns?

In Module 20, you'll hear directly from one of our favorite legal experts, but in this module we want to provide you with some legal resources to check out, and to think through some of the legal issues that should be on your radar. Above are just a few common examples, but below be sure to write down the ones that pertain to you.

Some legal issues I may encounter are:

Now, let's move on to finance. Some of the things you'll need to consider are:

- Is your business set up correctly in your state, and are you prepared to pay taxes?
- Will you be hiring any freelancers or employees, and how will you pay them?
- Are you going to manage your own accounting, or do you need a bookkeeper?
- How are you setting aside tax monies?
- Will you pay a freelancer when they fully or partially complete a job?
- Do you have separate personal and business banking accounts?
- How are you paying yourself?
- Are you using the best credit card for your business needs?

In Module 20, you'll hear directly from one of our favorite financial experts, but in this module we want to provide you with some financial and accounting resources to check out. Above are just a few common examples, but below be sure to write down the ones that pertain to you.

Some financial issues I may encounter are:

Some areas of my business I may want to hire a professional to help me rather than figuring it all out myself:

In these cases, I would 100% consider hiring professional help to make sure you are set up properly. Imagine if you bought a domain, built a website, and began marketing yourself for a year, only to receive a cease and desist letter from someone who had the rights to that business name, unbeknownst to you? A year into getting your brand off the ground you're back to square one with an entirely new rebrand. It's safe to say you would have saved yourself a lot of money in the long run if you had invested just a little bit in legal services and trademark search from the start.