



Business by your own Terms
(& Conditions)



THE ONLINE BUSINESS GUIDE

2022 Is Your Year of Growth
& Success



Where to start

This resource is a collection of popular article topics I have written that cover a range of elements that are often involved in running an online business.



Whether you sell products or services online, manage an online community or membership, run a subscription-based business or even have your own podcast, there will be something helpful for you here.

This guide includes information about how to hire contractors or new team members effectively, as well as how to protect your intellectual property. It also explores what to consider when planning a collaboration or partnership, as well as what's important to know if you use social media, are a speaker or podcaster (or intend to be!). And, as I'm a lawyer, I want to help you minimise your risk and grow your online business more effectively, without the headaches that I see so many people go through unnecessarily.

New to starting an online business?

While you may have plenty of experience working as a business owner or an employee, starting an online business is a whole new ball game. Setting up yourself for online success requires you to have a good understanding of how to market your business effectively and legally online. I also share some tips that are wise to focus on in order to protect yourself and your online business.

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Hiring and growing your team

Hiring a contractor without signing a formal contractor agreement can create a number of problems, and it is common for small business owners to hire contractors but not bother to have them sign a formal contractor agreement. This article covers what contractor agreements are and the four reasons why you need one as a business owner.

[Click to access the article here](#)

Thinking of hiring a casual employee? Before you hire a casual employee, there are important considerations you need to know. This article covers all you need to know when it comes to casual employees' entitlements and how they are defined by the law.

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The versatility of being able to work from home has kept businesses afloat and employees in their jobs during the pandemic. While this work setup has its benefits, it also comes with risks. This article covers what these risks mean for businesses and what is needed to cover these risks.

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Are your employees sometimes in the office and sometimes working from home? As work-from-home arrangements are becoming the new normal in work settings, the need for a change regarding employment agreements are important considerations for businesses. This article dives into some important considerations for work from home or hybrid work arrangements that you need to be aware of.

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Thinking of Coaching?

When you are setting up your coaching business, it is important to get the foundations sorted from the start so your business will be seen as credible, and so you can avoid some of the common headaches that can come up. This includes getting the legal formalities, systems and processes in place for your business. This article shares the 5 key steps that you should know when setting up your coaching business for success.

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Social media

If you run a community or group on any social media platform, under the defamation law, you are responsible for everything that anyone posts, including posts made by your group admins or social media managers. This article explores what constitutes defamation on social media, what this applies to, and how you can prevent defamatory content from being published to your page, or in your groups.

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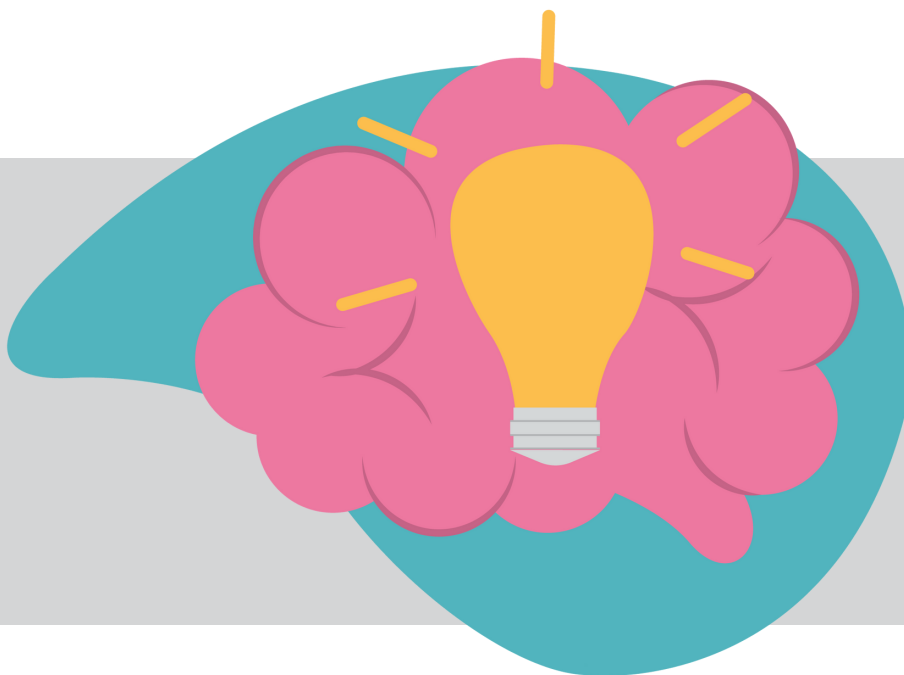
Podcasting

This article takes a look at five important considerations you need to know when starting a podcast to help you ensure that you will have a successful podcasting journey.

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Creating a quality podcast production requires an investment of both time and money. If you are looking to monetise your podcast to offset this investment, you should consider sponsorships. This article will help you understand how podcast sponsorships work and how to protect yourself and your business if you go this route.

[Click to access the article here](#)



Online programs, memberships and subscription models

Ensuring that everything has been taken into account before launching your mastermind, online training or coaching program is equivalent to setting up yourself and your business for success. This new article will help you learn what you need to consider if you want to launch a successful online training or coaching program.

[Click to access the article here](#)

If you are an online course and online membership provider, it is wise for you to be aware of the common risks that can negatively impact your online business. This article will help you to be aware of the common pitfalls experienced by those who are in the online course and online membership business.

[Click to access the article here](#)



Adding an online shop to your website

If you have an online store and sell products, whether physical or digital, a small investment in solid terms and conditions can save you in many ways. This article shares some insights into how terms and conditions help you avoid the headaches of unnecessary challenging experiences while running your business.

[Click to access the article here](#)

Protecting your intellectual property

When doing business, sometimes you want to share ideas or private information with others. But before you share confidential information, it is wise to have a non-disclosure agreement on hand. This article breaks down what a non-disclosure agreement is and looks at common examples of where it is used.

[Click to access the article here](#)



Many online business owners don't understand the importance of disclaimers. It may even come as a surprise to them that they should have disclaimers when they put affiliate links, ebooks and other downloadables on their websites. This article explains why business owners need disclaimers and what type of disclaimers they should put on their website in this new article.

[Click to access the article here](#)

Ever seen your materials appearing somewhere they shouldn't be? If you share your resources with anyone as part of delivering your services, licensing your methods is a great way to protect your intellectual property and avoid seeing your hard work being used without your consent. This article covers the stages of the licensing process and what's involved in enforcing ownership over your resources.

[Click to access the article here](#)



Collaborations and partnerships

Micro influencers can provide a big boost to your online business. However, knowing where to start in the world of influencer marketing and agreements can feel pretty overwhelming. Take a read of this article to learn how to approach micro influencers to help you promote your business and what you need to know to ensure your collaboration goals can be met.

[Click to access the article here](#)

Next steps

Equipping yourself with the right information is key to making your online business both successful and profitable.

It's great that you've taken the time to educate yourself about how to protect yourself, your business and your community.



Now that you have read these topics, use this checklist below and tick the items that you know you need to get in place to protect yourself.

- I need Terms & Conditions for my Website
- I need a Website Disclaimer
- I need Facebook Group Rules
- I need an Affiliate Disclaimer
- I need an eBook Disclaimer
- I need a Podcast Disclaimer
- I need a Podcast Release Form
- I need a Podcast Sponsorship Agreement
- I need a Privacy Policy
- I need to consider Licensing my IP
- I need a non-disclosure agreement
- I need Terms & Conditions for my online store
- I want to look into Trademarking or Licensing my method
- I need a Collab or Partnership Agreement



I trust that you have found this resource helpful. You are welcome to download it and save it for future reference or forward it to someone you know would benefit from reading it.

If you are ready to take action you are welcome to take up an obligation free chat - you can select a time that suits you [here](#).

I look forward to learning about your business and helping you protect and grow your business with confidence.

A handwritten signature in black ink, appearing to read 'Emma Heuston'.

Emma Heuston
[The Remote Expert](#)