



The Creative Power of Law Guide

Peace of Mind, Profit & Legacy for Thought Leaders



Congratulations.



You've taken a powerful step toward creating the peace of mind, profit and legacy that you want with your life's work.

I'm Strategic Intellectual Property Strategist and Founder of Counsel to Creativity, Rebecca Prien. I put the creative power of law to work for thought leaders like you to create peace of mind, profit and legacy. I developed this Guide to get you started.

A handwritten signature in black ink, appearing to read "Rebecca Prien". The signature is fluid and cursive, with a long horizontal line extending to the right.



The No.1 Cause of Legal Problems: Avoidance.

1. "I don't know which questions to ask."
2. "My business isn't big enough yet to have to worry about legal issues."
3. "I don't have time. I'm running my business!"
4. "I don't have the money. Lawyers are expensive!"

Thought Leaders who avoid the legal aspects of business are missing a big opportunity:

The Creative Power of Law to turn their life's work into peace of mind, profit and legacy.



Let's Put Your Avoidance to Rest Right Now.

1. In this Guide, I tell you which questions to ask.
2. Legal problems do not discriminate by size of business. The majority of trademark conflicts I've settled, for example, occurred within the first 3 years of businesses with low 6-figure (sometimes lower) revenue. Problems do, however, put a larger strain on smaller businesses.
3. Creating a profitable business model on your intellectual property that leaves your legacy is some of the best use you can find for your time. It can get you to a place of making substantially more while working (and stressing) substantially less.
4. Your investment is a percentage of the return you will get in (a) revenue without consulting hours; (b) revenue from multiple sources for the same work; and (c) money (not to mention time and sanity) you will save by avoiding conflict later. This return is not just on a single years' revenue but over the life of your business. Much legal work only needs to be done once, but can earn and save for your business over its lifetime.



Now Let's Turn to Your Business.

(Yes, before we even get to the law.)

Ask Yourself:

What am I building?

What legacy do I want to leave?

What do I have that I can use to build that legacy?

(content, trainings, assessments, audio, video, business/program/product names)



How can I best use these to make my business more profitable?
(e-learning, info product, ready-made solutions, licensing, franchising)

What is the biggest impediment right now to creating my vision?

What do I need to create? What do I need to know?

Where do I not have peace of mind?

Where do I leak money? (Can I see the leaks?)



Ready to Take a Look at the Law?

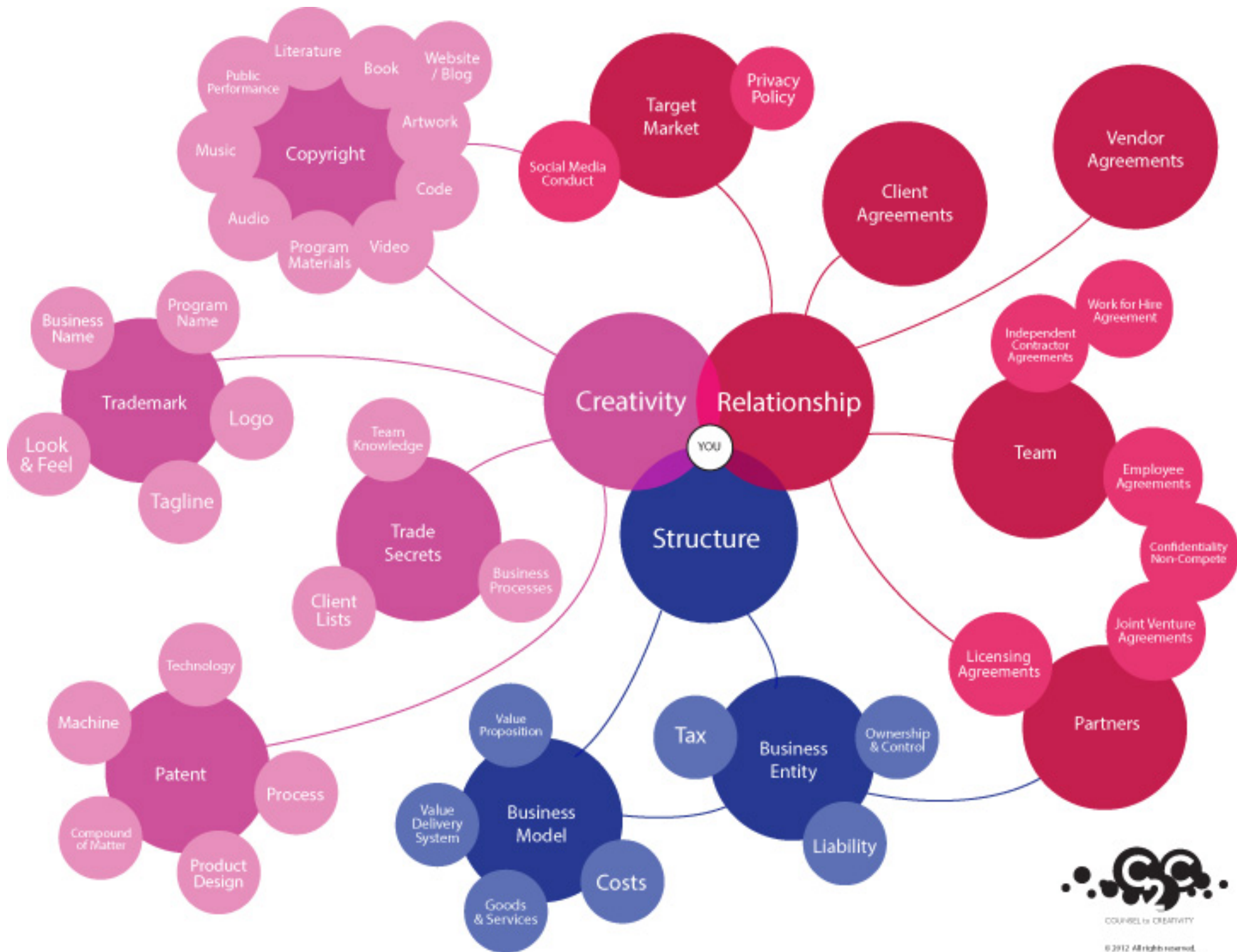
We'll look at what the law is & what it can do for your business.

The mind map on the next page shows you the Universe of Legal Issues in your business.

The questions on the pages that follow break the legal issues down into 3 key areas of your business (Structure, Creativity & Relationship) & apply it directly to your business.

Click on any underlined term to learn more about that legal issue on my blog.





Start Here.

The 3 Legal Questions You Must Ask.

(And don't worry, we'll dig deeper into these questions in a minute so that you understand them more fully & can apply them to your business.)

1. How do I own it?
2. Have I created assets out of my thought leadership?
3. Do I have contracts for all of my business relationships?

Let's Dig In.



How do I own it?

How do I own my business?

How do I own my thought leadership?

There are four forms of business ownership: sole proprietorship, partnership, limited liability company, and corporation.

You want to own your business in the form that is most advantageous to it in:
flexibility, control, taxes and liability.

You want to own your thought leadership separately from the business through which you provide services in order to protect it from bankruptcy or other liabilities of your business. (This is *the most valuable intellectual property strategy* out there and it is routinely overlooked.)



Have I created assets out of my thought leadership?

The law, through trademarks and copyrights, makes what you create into an asset—a piece of property that has value—upon which you can build a living, a business, a legacy.

Take a look back at your answers to the questions:

What do I have that can be used to build my legacy?

How can I best use these to make my business more profitable?

The answers to those questions are your business's assets.

It is exceedingly likely that these assets are trademarks, copyrights and contracts—and that these are the only things that your business owns.

Trademarks and copyrights are how your business earns income and gains value, without you working more.

A trademark is how you identify your business as the source of its goods or services in the marketplace.

A copyright is a set of legal rights in your original work.



Trademarks and copyrights drive revenue and leave a legacy far into the future.

A **trademark** creates asset out of your thought leadership brand that not only identifies and protects the value of your work and reputation in the marketplace but can be licensed, franchised, bequeathed, or sold.

- What do you currently use to identify your business as the source of what it offers? (name, logo) Have you protected it with a registered trademark?

Copyrights create assets out of your thought leadership that you can leverage to create income that is not dependent upon consulting hours.

Your copyrightable thought leadership is what moves your business from \$20,000 client contracts, of which 100% is earned by your hours consulting, presenting and training (from which you own nothing to use again when you're done) to \$200,000 client contracts, of which 99% is fees for use of your thought leadership (copyrights) that you always own and can earn on not only repeatedly but *simultaneously*.

- What original work are you using to build your legacy? Have you protected it with a registered copyright?
- How can you best use those to earn repeatedly and, even, simultaneously?



Do I have contracts for all my business relationships?

Contracts pull and hold everything together. So, yes, you need them.

The creating of a contract can be more valuable than the contract itself. It airs everyone's concerns. It ferrets out all the assumptions. It allows you to get really, super clear.

Which contracts you need—and what form they take—depend upon which relationships you enter.

You must put all contracts involving your trademarks, your original work and work someone else creates for you in writing.

Ask yourself:

Do I hire contractors or other businesses to create for my business? (If yes, you need a written work for hire contract to legally own what is created.)

Do I use my original work to create new solutions for clients? (If yes, your client contract needs to address the ownership of that “derivative work.”)



Knowing what you know now, ask yourself:

How much more revenue can my business generate using the assets I already have?

How much more revenue can my business generate with what I still want to create?

How much time (stress, sleep, sanity) can finding the most profitable business model save me?

Are there any other benefits?

What am I willing to spend to create this profitability and legacy in my business?

(Hint: it is most useful and beneficial to think about how much you invest as a percentage of the amount of increased revenue for (a) 1 year and (b) the lifetime of your business. 4% of revenue for 1 year is an outstanding investment. Up to 16% of one year is a great investment. And remember, the cost will decrease as a percentage of total revenue as you earn on your new strategic IP business model year after year.)



Are you ready to create the peace of mind, profit & legacy that you want from your business?



Let's get you clear, set your intention for your business's growth and give your business strategic care. We will:

Identify what you've got.

Identify what it's worth.

Decide how to best use it.

Decide how to best protect it.

I can swiftly and deftly help you do that in a Creative Power of Law Strategy Session.

Schedule Your Creative Power of Law Strategy Session
at www.counseltocreativity.com/hire.

