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# From Expertise to Enterprise Coach & Consultant Business Formation Starter Kit

*How Online Coaches & Consultants Can Form Their Business and Protect Their Brand, Revenue, and Reputation Before Legal Problems Start*



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# Why This Guide Exists

*If you're an online coach or consultant using Facebook to find clients, sell services, and grow your audience, you're running a real business, even if it doesn't feel like one yet.*

**As an attorney who works with online service providers, I consistently see coaches and consultants who:**

- Are making money but haven't legally structured their business
- Are building a brand without protecting the name
- Are selling services without contracts
- Assume Social Media casual nature = low legal risk

*Unfortunately, the law doesn't work that way.*

**This guide exists to help you understand:**

- What legal protections actually matter at your stage of business
- What mistakes put Facebook-based businesses at risk
- What to fix now vs. what can wait
- When it's time to get personalized legal help

Guidelines



# Why Social Media-Based Coaches Are More Legally Exposed Than They Think

**Social media is where your business becomes visible to the public, not just where you connect with followers.**

*That visibility creates legal exposure in ways many coaches don't expect.*

## **Common Legal Triggers I See:**

- Accepting payments through DMs
- Selling 1:1 or group coaching
- Making income claims or results-based promises
- Using testimonials publicly
- Running paid programs through Facebook groups
- Scaling without written agreements

## **The Moment You:**

- Accept money
- Offer professional services
- Advise clients
- Represent yourself as a business

**Intent doesn't matter**  
**Income and activity do**



# Choosing Your Business Structure Sole Proprietor vs. LLC

## **What Most Coaches Start As**

*By default, most social media coaches operate as sole proprietors, even if they don't realize it*

### ***That means:***

- No legal separation between you and the business
- Personal assets are exposed
- You are personally responsible for business debts and claims

## **What an LLC Actually Does**

### ***An LLC can:***

- ✓ Create legal separation between you and the business
- ✓ Provide liability protection (when done correctly)
- ✓ Increase professionalism and credibility
- ✓ Make contracts clearer

### ***An LLC does not:***

- ✗ Eliminate all liability
- ✗ Replace contracts
- ✗ Protect you from your own actions
- ✗ Automatically provide tax savings



# When Coaches Should Strongly Consider an LLC

- You sell 1:1 coaching or consulting
- You run group programs or masterminds
- You advise clients in business, mindset, health, or strategy
- You are consistently making money
- You plan to scale or raise prices



## The Social Media Coach Legal Red Flags Checklist

**Check all that apply:**

- Accepting payments through personal PayPal/Zelle
- No written coaching agreement
- Promising results in posts or DMs
- Using testimonials without permission
- Selling group programs without terms
- No refund policy
- No disclaimer on your profile or website
- Business name not legally cleared



If you checked **2 or more**, your business is exposed to unnecessary legal risk.

# What to Fix First: A Legal Priority Map



## Step 1: Business Structure

Make sure your business exists properly and separately from you.

## Step 2: Contracts

Protect the way you actually sell and deliver services.

## Step 3: Brand Protection

Secure the name you're building visibility around.

## Step 4: Policies & Disclaimers

Reduce risk in marketing and client interactions

**You do not need to do everything at once, but you do need a plan.**

**Coaches and consultants don't struggle because of their skills, they struggle because their business isn't legally protected.**

**Take the Next Step!**

**CLICK HERE**



For a Free 15 Minute Call

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