



Your Small Business Growth Support Guide 2024





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WELCOME

Navigating small business ownership can be challenging. Whether you're brand new to it or you've been running your business for years. One thing is certain - there is always something to learn! In business learning from our mistakes can often be costly, draining, and take you further away from what you'd prefer to be spending money and time on.

The great news is that with knowledge, you can make far fewer of those mistakes. We've put together our 2024 Small Business Growth Support Guide to do just that!

Whether you sell products or services, have an online program or community, or even have your podcast, there is something helpful for you here.

Keep reading and you'll get up to speed on what every small business owner should know about:

- Selling physical or digital products
- Selling services or programs
- Hiring contractors and/or employees
- Collabs and partnering for small business success; and
- Protecting your business when using social media.

We are here to help you minimise your risk and grow your small business without the headaches that we see so many people go through unnecessarily. So, read on and make sure you share the small business support by passing this on to your friends and networks.

To a brilliant 2024 in small business!

Emma Houston

Founder, Ready to Boss Legal

MEET EMMA



Hi there, I am Emma Heuston, the founder of Ready to Boss Legal. I am a lawyer (non-practicing), entrepreneur, and creative.

I run Ready to Boss Legal - the premium online legal template shop for Australian online and small business owners.

My goal is to share information and knowledge to make legal issues easy to understand and give you confidence so you are ready to be the boss in your business.

I also run two other businesses in addition to Ready to Boss Legal - LawAssist.Online and Cute Stuff By Law.

As a business owner with 3 businesses, I am firmly in the small business driver's seat, giving me an understanding of digital product businesses, online marketplaces and e-commerce and physical product businesses.

I use this hands-on experience to develop new products for Ready to Boss Legal and give you the legal information you need for the issues that come up daily in your business.

SELLING PRODUCTS

DIGITAL & PHYSICAL

Online Store

If you sell physical or digital products from your site, having terms and conditions in place (amongst other protections) can save you from the unnecessary challenging experiences that online sellers face.

[Click here for 7 things to know about adding a store to your website](#)



Products - Digital & Physical

While small business owners are often aware of the protection that disclaimers can bring to avoiding issues about refund requests and returns, it will likely come as a surprise to many that you really should have a disclaimer in place if you have a website, or offer the following:

- Ebooks or other downloadables
- Free or paid training or courses
- Physical products
- Digital products
- Affiliate/referral links on your site or social media
- Podcast episodes

And if you have a social media group or business profile, a disclaimer can protect you there too.

[Click here to learn the type of disclaimers you need and why](#)

SELLING PRODUCTS

DIGITAL & PHYSICAL

Programs, memberships or subscription models

If you offer (or plan to offer) online courses, training or memberships, you need to be aware of the common issues that can be avoided.

[Click here to learn how to protect your online offering](#)



Referral partner

Do people refer other people or businesses to use your services or buy physical or digital products from you? If you're interested in how you might be able to boost your business by increasing the volume of your referrers, you will find these two pages of interest.

[Click here to learn about referral partner programs](#)

[Click here to learn how to set up an affiliate program in your small business](#)



SELLING PRODUCTS

DIGITAL & PHYSICAL

Collabs

In our experience helping businesses, we have seen the many ways that collaborations with influencers and ambassadors didn't turn out well. For this reason, we have put together two checklists to help ensure that your working relationship starts and ends well.

[Click here to learn how to determine a good fit and make it successful](#)



SELLING PRODUCTS CHECKLIST

Tick the items below that you need to be better protected and support your small business growth.

Then click on those that you need to discover our legal templates.

- Online store Ts & Cs, privacy policy and terms of purchase**
- Ts & Cs for digital products**
- Digital product refund policy disclaimer**
- ebook disclaimer**
- Podcast disclaimer**
- Online course terms and conditions**
- Online program terms and conditions**
- Online membership terms and conditions**
- Facebook group rules**
- Webinar terms & and conditions**
- Affiliate agreement**
- Affiliate/referral disclaimer**
- Referral agreement**
- Influencer agreement**
- Business collaboration agreement**
- Social media release & disclaimer**



SELLING SERVICES

Common issues we see for service providers

Some of the most common small business growth inhibitors include inferior agreements with clients and having to deal with issues that could have been avoided if only you had the right disclaimers and/or policies in place.

Ensuring you get paid

One of the most common complaints from service based business owners relates to not being paid, or not being paid on time.



[Click here to learn how to recover unpaid invoices](#)

Referral partner (affiliate) relationships

Do people refer other people or businesses to use your services or buy physical or digital products from you? If you're interested in how you might be able to boost your business through increasing your volume of referrers, you will find these two pages of interest.

[Click here to learn about referral partner programs](#)

[Click here to learn how to set up an affiliate program in your small business](#)



SELLING SERVICES

Brand ambassadors

If you sell products you've probably thought about the power of influencers. But have you ever thought about engaging a brand ambassador to help build awareness of your service based business?

While most people think this is marketing territory only reserved for product based business, the truth is, your business can experience incredible growth from collaborating with the right person, regardless of whether it is service based or product based.

[Click here to learn how to determine if your ambassador is a good fit and make the arrangement successful](#)



Collaborations and partnerships

Collaborating with other business owners can be an incredibly powerful way to grow a small business. We've helped so many people navigate circumstances where it's gone wrong so we want you to learn from their experiences.

[Click here for what to consider before committing to a business collab](#)

SELLING SERVICES

Adding coaching to your services

If adding coaching to your services, or setting it up as a standalone business, it is essential to get the foundations sorted from the start. This includes getting the legal formalities, systems and processes in place.

[Click here if you already offer coaching](#)

[Click here to learn the business coaching agreement must have](#)

[Click here to learn about setting up coaching in your business](#)

[Click here to learn the essentials for group coaching success](#)



Protecting your intellectual property (IP)

Collaborating with other business owners can be an incredibly powerful way to grow a small business. We've helped so many people navigate circumstances where it's gone wrong so we want you to learn from their experiences.

[Click here to learn when to use a non-disclosure agreement](#)



SELLING SERVICES CHECKLIST

Tick the items below that you need to be better protected and support your small business growth.

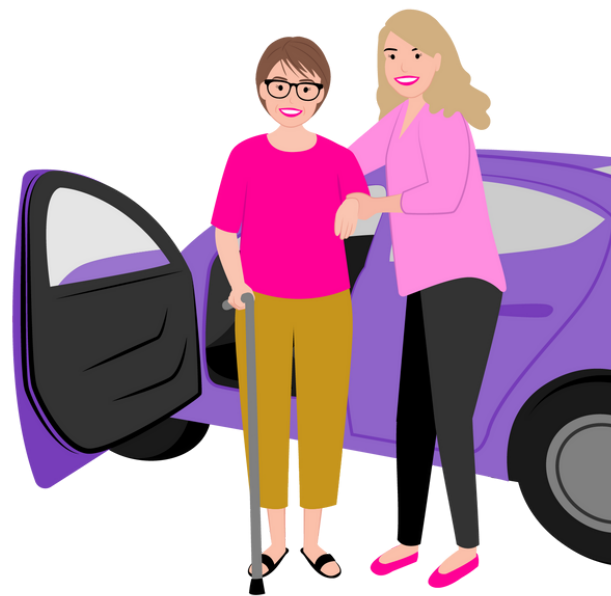
Then click on those that you need to discover our legal templates.

- Website terms & privacy policy**
- Letter of demand**
- Ts & Cs for digital product purchases**
- ebook disclaimer**
- Podcast disclaimer**
- Digital product refund policy disclaimer**
- Social media release and disclaimer**
- Non disclosure agreement - one way**
- Non disclosure agreement - two way**
- Affiliate agreement**
- Affiliate/referral disclaimer**
- Referral agreement**
- Influencer agreement**
- Business collaboration agreement**



SERVICE SPECIFIC

- Digital Marketing Agency Agreement**
- Website Development Agreement**
- Starting a law firm bundle, costs agreement, service agreements**
- General service agreement**
- NDIS Occupational Therapist Agreement**
- Life Coach contract**
- Business coaching agreement**
- Business mentor agreement**
- Copywriter service agreement**
- Social media manager agreement**
- Selling VA services agreement**
- Online business manager agreement**
- Graphic design service agreement**



HIRING HELP

A big part of growing profitability of a small business is bringing in others with skills you don't possess or to assist you with your workload. If hiring a team is on your radar, you may be considering either employing people or engaging them as contractors, or both.

In this section of the guide we give you all the insights and tips on what you need to know before hiring any employee or contractor.

VAs, contractors & subcontractors

It is common for small business owners to hire contractors or subcontractors but not bother to have them sign a formal contractor agreement. This article covers what contractor agreements are and the 4 benefits of having the right type of agreement as a business owner.

[Click here to learn how to hire a contractor in Australia or overseas](#)
[Click here to learn the common mistakes to avoid when hiring contractors](#)



Employing team members

If you plan to hire full time or part time employees, there are critical elements that small business owners overlook that can get you into hot water.

[Click here to discover what should be in an Australian employment contract](#)

HIRING HELP

Casual employees

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.

[Click here to access important information about hiring casuals](#)



Work from home/ hybrid employees

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. As work from home arrangements are now commonplace, the employment agreement you have needs to reflect the arrangement clearly.

[Click here to learn what you need to know about work from home arrangements](#)

[Click here to learn important considerations for employees who have hybrid work arrangements](#)

HIRING HELP CHECKLIST

Tick the items below that you need to be better protected and support your small business growth.

Then click on those that you need to discover our legal templates.

- Contractor agreement (Australia)**
- Contractor agreement (International)**
- Employment agreement (full/ part time)**
- Employment agreement (casual)**
- Work from home employment agreement**
- Hybrid work employment agreement**
- Work from home self-audit**
- Small business policies and procedures handbook**



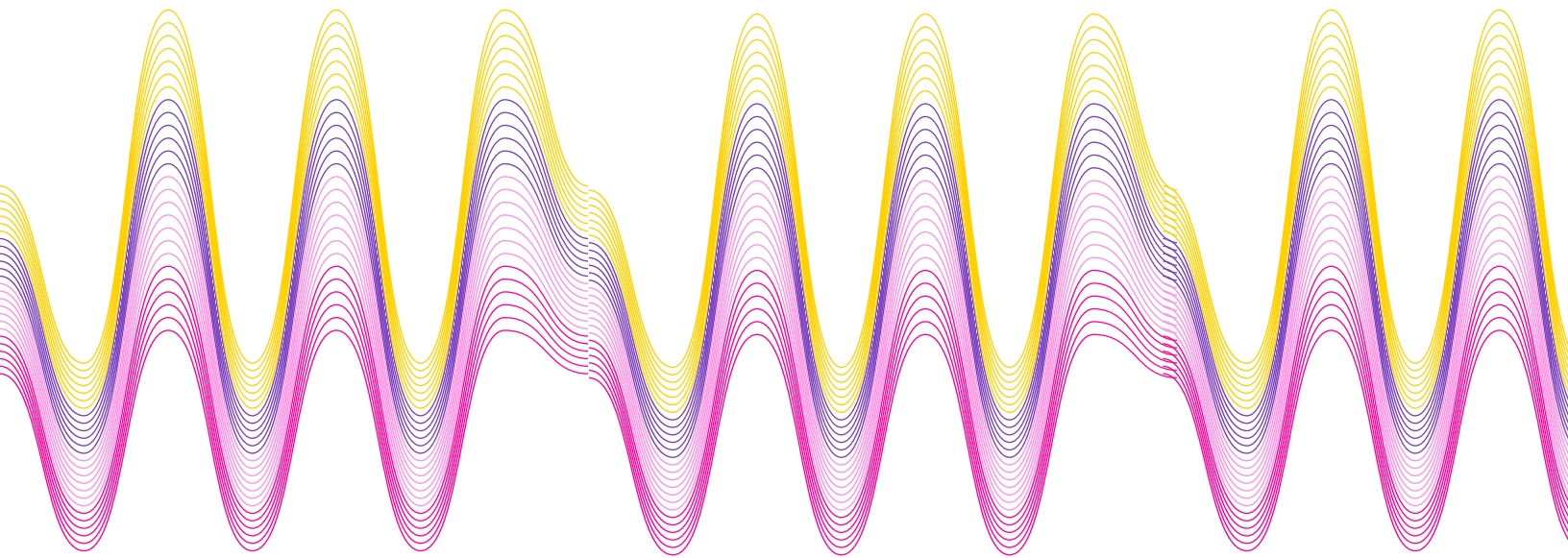
ONLINE PRESENCE

Whether you sell products or services, online presence is important and this last part of the guide helps you regulate and protect your online presence.

Podcasting

If podcasting has been on your to-do list for a while, we share with you what to know before launching your podcast, including opportunities to monetise your podcast.

[Click here to learn the 5 things you need to know before starting a podcast](#)



Webinars

When you run a webinar, you are sharing information with a wide (hopefully!) audience and you need to protect yourself and distinguish between information and advice. It all starts with the webinar booking terms.

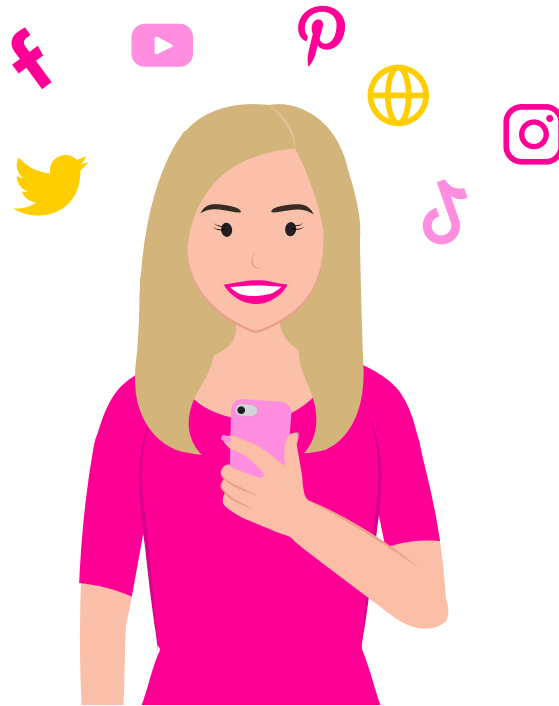
[Click here to discover how to run a successful webinar](#)

ONLINE PRESENCE

Social media & defamation

If you run a community or group on any social media platform, you are responsible for everything that anyone posts, including posts made by your group admins or social media managers. We've explored 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.

[Click here to learn what all small business owners need to be alert to](#)



Social media releases

Like to use testimonials or imagery of your clients or customers and share it on social media or your website? Maybe you host webinars or in-person events where photographs or video footage is taken that you want to be able to put to use afterwards?

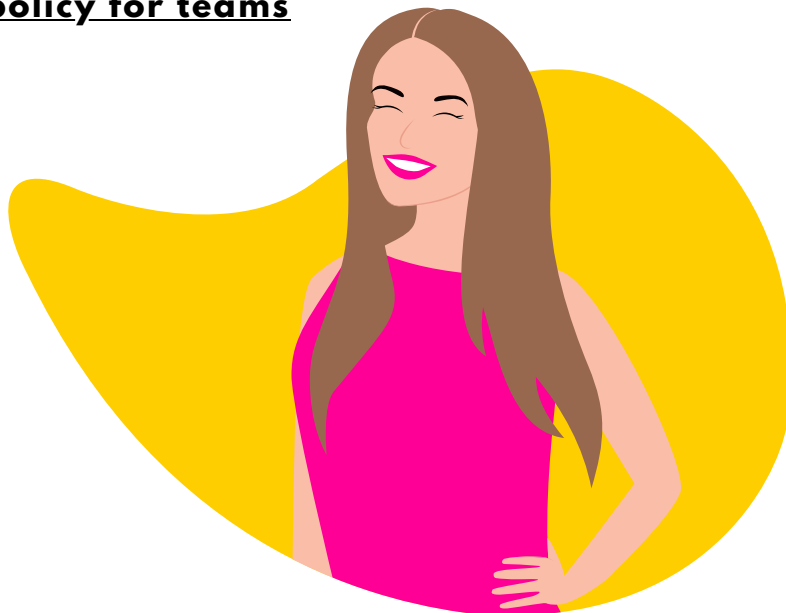
[Click here to learn what you need in place to be free to do that](#)

ONLINE PRESENCE CHECKLIST

Tick the items below that you need to be better protected and support your small business growth.

Then click on those that you need to discover our legal templates.

- Website terms and privacy policy**
- Online course terms and conditions**
- Online program terms and conditions**
- Online membership terms and conditions**
- Facebook group rules**
- Webinar terms & and conditions**
- Podcast disclaimer**
- Podcast disclaimer, guest release & sponsorship agreement**
- Social media release and disclaimer**
- Social media policy for teams**



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**Having the correct
foundation documents in
your business offers you
protection & reassurance
so you are ready to boss**

EMMA HEUSTON





GET IN TOUCH

If you would like to know which template suits best or if you have any other questions, reach out on emma@readytobosslegal.com and we can schedule a call.

Or follow us online [@readytoboss legal](#) on both instagram and facebook.

