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## SYNOPSIS:

### IS YOUR SMALL BUSINESS LEGALLY PROTECTED?

In *Smooth Sailing: A Practical Guide to Legally Protecting Your Business*, attorney Cheri Andrews lays out the crucial foundational steps ALL small businesses require to ensure their business is legally compliant and protected. By implementing the practical advice included in this book, you can avoid some of the most common legal mistakes made by entrepreneurs—mistakes that could put your business and personal assets at risk.

*Smooth Sailing* covers various legal topics, including:

- Why choosing the correct business entity matters
- Which professionals to hire to guide you in key areas
- How contracts set expectations, provide legal protections, and minimize risk
- How the right policies and operating procedures protect you from regulatory nightmares
- What intellectual property is—and why you should care

- What you can handle on your own and when you need to call an attorney

*Smooth Sailing* offers a clear understanding of the key components every business owner must address to be legally protected and compliant. This knowledge allows you to make informed decisions that lead to better outcomes for your business and YOU.

#### ADVANCE PRAISE:

This book can be your best friend in the early stages of business development. Cheri offers wise, concise, and conversational counsel to make what can be confusing easy to understand and apply. With *Smooth Sailing* as your guide, you'll be empowered to ask the right questions and make critical decisions that will turn your dreams into your future. You put your heart and soul into your business, so do it right legally. It's easy to play naive and procrastinate on important legal matters while you focus on what feels fun and urgent. If you make sound decisions up front, you'll not only enjoy peace of mind knowing you are legally protected, you'll also build a foundation for productivity and profitability. ~ **Stacy Julian, author, blogger, podcaster, teacher, business owner, [www.stacyjulian.com](http://www.stacyjulian.com)**

Packed with actionable advice for **ending small business failure!** In *Smooth Sailing: A Practical Guide to Legally Protecting Your Business*, Cheri Andrews delves into the activity of running a small business—such as business formation, contracts, and website policies along with step-by-step guidance to ensure your email marketing is legally compliant. This is a much-needed resource for all small business owners! ~**Melinda F. Emerson, SmallBizLady, best-selling author of *Become Your Own Boss in 12 Months*, [www.succeedasyourownboss.com](http://www.succeedasyourownboss.com)**

Cheri Andrews has written the most concise, usable, practical guide to legally starting, running, and growing your business. The best part? It's in plain English, and the advice is spot-on. I easily recognized a half dozen mistakes and oversights that cost me plenty in the first few years of my entrepreneurial journey. Read this book—use this book—and your small business won't stay small for very long! ~ **David Newman, author of *Do It! Marketing*, [www.doitmarketing.com](http://www.doitmarketing.com)**

## ABOUT AUTHOR CHERI D. ANDREWS ESQ.



Cheri D. Andrews, Esq., Founder and Managing Partner of her law practice, helps small business owners and solopreneurs avoid costly legal mistakes and gain the confidence of knowing that their livelihood is legally protected. When she is not working, Cheri enjoys digital scrapbooking, mixed media art, reading, and travel.

Cheri lives in Perkasi, Pennsylvania, with her husband Jay and is the proud mom of three successful young adult daughters. *Smooth Sailing: A Practical Guide to Legally Protecting Your Business* is her first book. For more information, please visit <https://www.cheriandrews.com/>.

You can follow Ms. Andrews on the following social media channels:

- LinkedIn: <https://www.linkedin.com/in/cheri-andrews/>
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- Facebook: <https://www.facebook.com/YourSmallBusinessAttorney>
- Facebook Group: <https://www.facebook.com/groups/sbletstalklegal>
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## BOOK INFORMATION:

**Title:** *Smooth Sailing: A Practical Guide to Legally Protecting Your Business*

**Publish Date:** May 18, 2021

**Page Count:** 146

**Trade Paperback ISBN:** 978-1-7359333-1-3

**Digital Book ISBN:** 978-1-7359333-2-0

**Formats:** Trade Paperback and Digital

**Available for purchase:** Cheri's website, Amazon, Barnes & Noble, Powell's, Apple Books, Kobo, etc.

**Author photo credit:** Brenda Jankowski (<https://www.brenphotography.com/>)

**Editor:** Deborah Kevin (<https://deborahkevin.com>)

**Publisher:** Highlander Press (<https://highlanderpressbooks.com>)

**Cover Design:** Hanne Brøter (<https://yourbrandvision.com>)

**Cover Image:** Sasha Khalabuzar ([depositphotos.com](https://depositphotos.com))

## FREQUENTLY ASKED QUESTIONS

Author Cheri D. Andrews, Esq.

**Q: What was your motivation to write this book?**

A: I know that many solopreneurs, creatives, and small business owners avoid dealing with the legal aspects of their business either because they find the process intimidating, they fear high legal fees, or they believe that the legal aspects of their business can wait until their business is more established. I want to provide an educational resource that will empower business owners to understand the legal aspects of their businesses and make informed decisions that lead to better outcomes. I want to enable entrepreneurs to avoid mistakes that put themselves and their businesses at risk. Knowledge is power.

**Q: What do you mean by “legally protected?”**

A: Legally protected means choosing the correct business entity for your business model and goals, using contracts that specify your rights and obligations in the event of a dispute, having the right policies in place to ensure compliance with the laws and regulations applicable to your business, and protecting your intellectual property assets—all of which mitigate risks that can be avoided and provide certainty around the handling of the risks that can’t be avoided.

**Q: What is the biggest mistake new entrepreneurs make when it comes to legal protection?**

A: Not having any! Failing to use contracts (or using poorly drafted DIY contracts copied from the internet or friends) and failing to consider whether they should register a business entity to protect their personal assets.

**Q: Why is now the right time for this book?**

A: Employees over fifty being pushed out of corporate America and having to reinvent themselves, combined with the huge loss of jobs across all age groups due to the Pandemic and the Great Resignation, means many people are turning to self-employment options out of necessity or choice. Small business is the backbone of this country and will be even more important as a replacement for lost employment. The information in this book is needed now more than ever.

**Q: What do you hope will be the impact of your book?**

A: I hope that many more small business owners will take action to protect their business and themselves from preventable loss as a result of reading this book.

Q: **How did your career prepare you to write this book?**

A: Everything in my legal career, combined with everything in my own entrepreneurial journey through serial side-hustles, led me to the place where I could write this book. I have direct experience in every area I discuss in this book!

Q: **How long did it take you to research and write this book?**

A: About six months.

Q: **What did you learn about yourself as you wrote this book?**

A: I learned that: I know more about these topics than I even realized and yet still felt the need to fact-check everything I wrote; my perfectionist tendencies are still ridiculously strong, and I'm absolutely giddy over the idea of adding "published author" to my accomplishments.

Q: **What was the most challenging part of writing this book?**

A: Knowing when to stop—knowing when it was enough to make the impact I hoped the book could make.

Q: **What are three things people would be surprised to know about you?**

1. I never *wanted* to be an attorney—I wanted to be a teacher or writer. I went into law because I didn't know what else to do after I graduated college, and I wasn't thrilled with my ridiculously low salary as a customer service representative for an insurance company.
2. Despite being a card-carrying introvert, I'm no stranger to the stage—from teenage beauty pageants to college jazz dance recitals to speaking for industry groups—I've been there, done that.
3. I love dabbling in mixed media art.

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