

Cheri Andrews Speaker One Sheet

Cheri loves to share her legal expertise with small business owners and aspiring entrepreneurs! There is a lot to learn when first launching a business and Cheri wants to make sure that legal issues aren't the ones that cause you to trip up and put all your hard work at risk!

Cheri presents to entrepreneur facing groups, both virtual and in-person, as well as on podcasts and live-streamed events. Book one of her signature talks for your group!



Biography:

Full Bio: Cheri D. Andrews, Esq, Your Small Business Attorney, is licensed in Pennsylvania and Maryland. Using flat rate and subscription pricing models that take the fear out of legal fees, she partners with small businesses and solopreneurs so they can move forward with confidence, knowing their business is legally protected and positioned for success.

Cheri received her BA magna cum laude from Mount Holyoke College and her JD from Temple University School of Law. She has over 30 years' experience in both law firm and corporate settings and earned the prestigious in-house counsel certification from the Association of Corporate Counsel.

Cheri's practice areas include business formation, contracts, policies, copyrights and trademarks, and other business needs. While some of her services are limited to her licensed states, Cheri can provide copyright and trademark services (which are based on federal law) nationally.

Cheri is the author of *Smooth Sailing, A Practical Guide to Legally Protecting Your Business*. Smooth Sailing is available in both eBook and paperback anywhere books are sold.

100 Word Bio: Cheri D. Andrews, Esq., Your Small Business Attorney

Using flat rate and subscription pricing models that take the fear out of legal fees, Cheri partners with women owned small businesses and solopreneurs to ensure that your business is legally compliant and protected.

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One Sentence Bio: Using flat rate and subscription models that take the fear out of legal fees, Cheri Andrews partners with small business owners to ensure that they are legally compliant and protected.

Social Media Links:

Website: www.cheriandrews.com

LinkedIn: <https://www.linkedin.com/in/cheri-andrews>

Facebook Business Page: <https://www.facebook.com/yoursmallbusinessattorney>

Facebook Group: <https://www.facebook.com/groups/sblestalklegal>

Prior Speaking Engagements Include:

Virtual Networkers, Polka Dot Powerhouse (Lancaster, King of Prussia, Montgomeryville, Pottstown, and Bensalem), Highlander Press, She Means Biz Conference (Diva Girls), TCB Women It's Our Turn Conference, Keller Williams Main Line, Great Careers Group, ChemPharma, numerous podcasts

Talk Topics:

➤ **5 Keys to Launching a Legally Sound Business:**

This information is important NOW! - With employees over fifty being pushed out of corporate America at staggering rates and having to reinvent themselves, and the huge loss of jobs across all age groups due to the Pandemic and the Great Resignation, 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. Now, more than ever, it is critical for small business owners to understand the legal implications of their business decisions.

Key Takeaways:

1. How to avoid making some of the most common mistakes made by entrepreneurs
2. What type of business entity may be right for your small business
3. When & Why you need contracts and policies for your business
4. How to protect the Intellectual Property of your business (while avoiding infringement of other's IP)

➤ **Copyright Basics for Small Business:**

You work hard to create great copy for your website, blog posts, courses, and marketing materials. Don't let someone else profit from stealing your hard work! Learn how copyright protections work in the United States and when/how to protect your intellectual property.

Key Takeaways:

1. What copyright is and is not
2. What types of work can receive copyright protection
3. What you can do if your copyright is infringed
4. The benefits of registering your copyright

➤ **Business Formation: Choosing the Right Business Entity**

In the business world, your business entity is the container that holds your company. Your choice of business entity needs to align with your business goals and objectives and the legal requirements for your business industry. This talk explores the different types of business entities, the pros and cons of each, and why you might choose one entity type over another.

Key Takeaways:

1. Understanding your business risk level
2. The purpose of setting up an LLC
3. The tax differences between LLC, S Corp, and C Corp

➤ **The Protect Protocol™: Best Practices for Data Security**

Small business is not immune from data breach issues. Quite to the contrary, small businesses are an enticing target to cyber criminals because they typically don't have as many security protocols in place and are easier to hack! This talk provides a high level discussion of the best practices to prevent data breach before it ever happens. Using the acronym "PROTECT" we'll talk about seven ways to protect your small business from a data breach.

Key Takeaways:

1. Data security laws that apply to small business
2. The costs of a data security breach
3. Best practices you can implement right away to prevent data breach

Approved Images:

