



## **Balancing Business and Law: Accelerating Growth In Your Business**

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In our business and personal lives, we seek balance. We strive to balance opportunities against risks, knowing there are always tradeoffs. This thread is visible daily for business owners whose drive for growth must be balanced against potential liability. Understanding the demands of business and the tools to mitigate these risks provides business owners with the confidence to make informed decisions for their businesses.

**Michelle Hayden Bomberger** brings together insights from both a business and legal perspective to educate business owners on the balancing act required of business owners. As a popular speaker, she delivers the technical aspects of business law in easy to-understand terms.

#### **Popular presentation topics include:**

- Business Formation: Legal Issues in Starting a Business
- Protecting You From Your Business: How to Protect Personal and Business Assets
- What's in a Name? Selecting and Protecting Your Business Name
- Understanding and Negotiating Contracts
- Maximizing the Value of Your Business
- Preparing Your Business For Sale
- Social Media For Business: Protecting Your Business and Brand

Detailed descriptions of each topic are provided on the following pages.

Find out what previous audiences have said about Michelle's speaking style and content by visiting [www.equinoxbusinesslaw.com/bellevuelegalspeaker.html](http://www.equinoxbusinesslaw.com/bellevuelegalspeaker.html)

For more information or to schedule Michelle Bomberger to speak at your event or meeting, visit [www.equinoxbusinesslaw.com](http://www.equinoxbusinesslaw.com), email [michelle@equinoxbusinesslaw.com](mailto:michelle@equinoxbusinesslaw.com) or call 425-646-2360.

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### **BUSINESS FORMATION: LEGAL ISSUES IN STARTING A BUSINESS**

Starting a business is fraught with questions about business setup and the protection of personal and business assets from risk. The “Business Formation” program offers an overview of the key topics important to business owners as they form their businesses. The program usually runs 60-90 minutes.

You will walk away understanding:

- Business structure choices and how to evaluate them for your business
- Business licensing procedures and requirements
- Why contracts are so important in business
- How to select and protect your business name
- Key issues in hiring employees

### **PROTECTING YOU FROM YOUR BUSINESS: INSULATE PERSONAL & BUSINESS ASSETS FROM RISK**

In owning a business, the business’ owners place themselves in a vulnerable position where personal assets may be at risk to liabilities of the business. In “Protecting You From Your Business,” we discuss business factors that contribute to risk and the tools business owners can use to protect themselves from these risks. The program usually runs 60 minutes.

You will walk away understanding:

- What protection a business structure provides you
- How insurance can be used to protect business and personal assets
- The importance of contracts as a way to protect business assets
- When you will be personally at risk for business liabilities

### **WHAT’S IN A NAME? SELECTING AND PROTECTING YOUR BUSINESS NAME**

A business name and brand should communicate key elements of its product or service to its customers. “What’s in a Name?” delves into the marketing, branding, and trademark questions every business owner should ask as they grow a business. The program usually runs 60 minutes.

You will walk away understanding:

- How to research the availability of a name
- The difference between trade names, trademarks, and servicemarks
- What rights you have to use and exclude others from using a name
- When to consider registering a trademark

### **CONTRACTS ARE YOUR FRIEND: UNDERSTANDING AND NEGOTIATING CONTRACTS**

Business owners often are uncomfortable using formal contracts to document a business deal, yet contracts are the most effective tool available to protect business owners in relationships. Whether the relationship be with partners, customers, vendors, contractors, employees or other business relationships, a written agreement between the parties will memorialize the agreement and significantly decrease the risk of the relationship going awry. In the “Contracts are Your Friends”

program, we discuss how contracts protect against liability and what to look for in negotiating contracts. The program usually runs 60 minutes.

You will walk away understanding:

- The necessary elements for a valid contract
- Key provisions of a contract
- The enforceability of oral versus written contracts
- Negotiating strategies for business contracts
- How contracts mitigate business risk and liability

### **MAXIMIZING THE VALUE OF YOUR BUSINESS**

Understanding how value is created within a business is essential to exit planning, streamlining your management and operations, and creating an infrastructure that helps your business grow more rapidly. But how do you make your business more valuable? Value is created by business owners and managers taking specific steps in planning for the future of the business. The program usually runs 60 minutes. (Can be combined with PREPARING YOUR BUSINESS FOR SALE for a 2 ½ hour program.)

You will walk away understanding:

- How legal structure can create value and money in your pocket
- The value of well structured contracts
- What intellectual property our business has and how to protect it
- How to use your processes to make your business more valuable
- Why today's operations are critical

### **PREPARING YOUR BUSINESS FOR SALE**

The sale of a business requires significant planning and preparation. As a seller, you want to be confident that you have maximized the value of your business and understand the emotional and technical aspects of closing the deal. In this program, we share insights from both the seller's side and buyer's side of the transaction so you can prepare in advance for a successful and easy transaction. The program usually runs 60 minutes.

You will walk away from this program understanding:

- What it means to position your business for sale
- How to maximize the value of your business
- What buyers are looking for and what questions they'll ask
- The steps and flow of a purchase and sale transaction
- How to protect yourself from liability and secure payment for the purchase price

### **SOCIAL MEDIA FOR BUSINESS: PROTECTING YOUR BUSINESS AND BRAND**

Most business owners participate in social media activities with a goal of increasing brand awareness and sales; yet most question whether the significant time commitment will pay off. In this program,

we address the opportunities and risks associated with using social media for business. The program usually runs 90 minutes.

You will walk away from this program understanding:

- How and why social media is important marketing tool for your business
- Strategies to effectively use social media tools
- Use of social media to enhance brand identity
- How to protect brand identity in social media circles
- What rights you have as a contributor to social media sites