

THE PLAYBOOK MEMBERSHIP

BUSINESS | MODULE THIRTEEN

The Legal Foundations

DISCLAIMER:

THIS LESSON IS FOR GENERAL EDUCATION AND ISN'T LEGAL, TAX OR FINANCIAL ADVICE. LAWS AND REQUIREMENTS DIFFER DEPENDING ON WHERE YOU AND YOUR CLIENTS ARE BASED. USE THIS LESSON TO IDENTIFY THE FOUNDATIONS YOUR BUSINESS SHOULD HAVE IN PLACE, THEN CHECK THE REQUIREMENTS IN YOUR JURISDICTION AND HAVE IMPORTANT CONTRACTS OR POLICIES REVIEWED BY A QUALIFIED PROFESSIONAL.

SETTING UP YOUR BUSINESS

CONTRACTS

OWNERSHIP

HIRING

PRIVACY

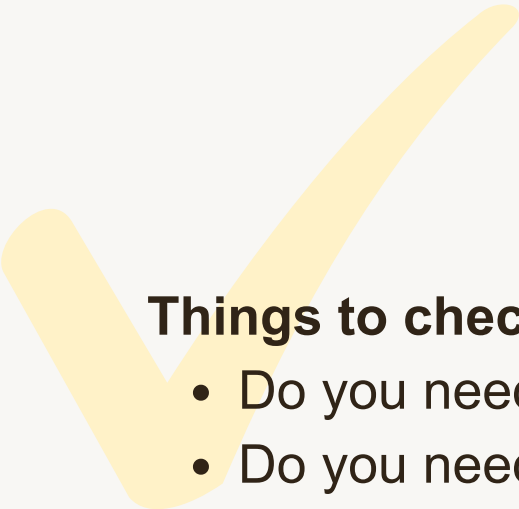
YOUR STARTER CHECKLIST

SETTING UP YOUR BUSINESS

The Basics

Your business actually needs to exist properly

You don't necessarily need a limited company/LLC to have a legitimate business. Plenty of people operate as freelancers/sole traders/self-employed people. But you do need to understand how your country expects you to operate.



Things to check locally:

- Do you need to register as self-employed/a freelancer/a business?
- Do you need a business licence?
- How do you report income and pay tax?
- Do you need to charge VAT/sales tax/GST?
- What information legally needs to appear on invoices?
- Do you need business insurance?
- Are there specific requirements for your website or privacy policy?

THE CLIENT CONTRACT

This one is very important!

Your contract should answer the awkward questions before you ever have to ask them.

What exactly am I being paid to do?

- Scope of work
- Deliverables
- Platforms included
- Number of concepts
- Number of posts
- Number of pages
- What's specifically not included

When does everything happen?

- Start date
- Project timeline
- Client deadlines
- What happens if the client is late sending content/feedback
- Whether delays move their project date

When and how do I get paid?

- Deposit/upfront payment
- Instalments
- Due dates
- Late payments
- Whether work pauses when invoices aren't paid
- Additional work and how it's charged

How many times can they change their mind?

- Number of revision rounds
- What counts as a revision
- What happens when they've used them
- Whether a complete change of direction is included
- Cost of additional amendments

What happens if they disappear?

- Client communication expectations
- Abandoned projects
- How long you'll hold their project
- Restart/rescheduling fees if appropriate

What happens if either of us wants out?

- Cancellation
- Termination
- Notice periods
- What happens to money already paid
- What work they receive
- What happens to usage/ownership

WHO ACTUALLY OWNS THE WORK?

Creating something does not automatically mean the client owns absolutely everything connected to it.



Your contract should establish things such as:

- Who owns the final approved designs?
- When does ownership transfer?
- Does ownership only transfer after full payment?
- What happens to unused concepts?
- Can the designer show the work in their portfolio?
- Can they post it on Instagram?
- Can the client edit the files?
- Are fonts, stock images, templates, mockups or other third-party assets actually transferable?
- Do they receive working/source files?

PROTECTING YOURSELF WHEN YOU HIRE FREELANCERS

Freelancers need a contract too

You've booked a £5k branding project and hire another designer for £800 to help with illustrations.

Independent contractor/freelancer agreement:

- What they're creating
- What you're paying them
 - Deadline
 - Revision expectations
 - Confidentiality
- Whether they can publicly share the project
 - Who owns their work
- Whether/how rights transfer to your studio/client
- Whether they communicate directly with your client
- What happens if they miss deadlines or leave the project



Different countries have rules for deciding whether somebody is genuinely self-employed versus effectively working as an employee.

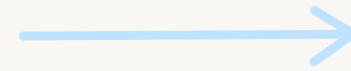
Even UK government guidance distinguishes freelancers, workers and employees according to the actual working arrangement.

CLIENT INFORMATION + CONFIDENTIALITY

Covering privacy/data and NDAs

 *If you collect:*

- names
- email addresses
- addresses
- payment information
- website enquiry forms
- mailing-list information
- client login details
- customer information while managing social media



You're handling information that may be subject to privacy/data-protection laws. Those requirements depend on where the business and its customers are located.

For example, UK businesses handling personal data have obligations around how it's collected, used, secured and disclosed.

 TOP TIPS:

- Don't collect information you don't need.
- Don't leave client passwords sitting in random Notes apps.
- Use secure password sharing.
- Limit freelancer access to what they actually need.
- Remove access when a project ends.
- Have the appropriate privacy information/policy on your website.

**NDA/confidentiality agreement:
You may encounter an NDA when...**

a product that hasn't launched

a rebrand that hasn't been announced

financial/business information

customer information

new campaigns/products

THE LEGAL FOUNDATIONS CHECKLIST

Save this down!

A simple legal checklist:

BEFORE TAKING CLIENTS

- ☐ Business registered correctly where required
- ☐ Tax/accounting responsibilities understood
- ☐ Separate business finances where appropriate
- ☐ Client contract professionally reviewed
 - ☐ Invoice/payment process established
 - ☐ Privacy/data requirements checked
- ☐ Relevant business/professional insurance considered

BEFORE STARTING EVERY PROJECT

- ☐ Contract signed
- ☐ Scope confirmed
- ☐ Payment/deposit received
 - ☐ Timeline agreed
- ☐ Revision allowance agreed
- ☐ Cancellation terms understood
 - ☐ IP/usage rights agreed

BEFORE HIRING SUPPORT

- ☐ Freelancer/contractor agreement
- ☐ Scope + deadline confirmed
 - ☐ Payment agreed
 - ☐ Confidentiality covered
- ☐ IP ownership/transfer covered
- ☐ Local contractor/employment rules checked

YOUR PLAYBOOK PRACTICE

Action Task

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to practice:

Run a quick legal foundations audit on your business.

Go through what you currently have in place and mark each one:

- Business setup + tax requirements checked
- Client contract
- Clear scope, payment + revision terms
- Cancellation + termination terms
- Ownership + usage rights
- Privacy + client data
- Freelancer agreements, if applicable

Once you've finished, choose ONE gap to fix this week.



TURN THE PAIGE

and follow The PlayBook

NEXT UP: CLIENT RED FLAGS & WHEN TO WALK AWAY