

EPISODE 06: PROTECT YOUR GENIUS

Davia Roberts 0:03

Welcome to More Than a Therapist, a podcast for ambitious and creative clinicians who want to build careers beyond the couch. I'm your host Davia Roberts and I hope you're ready for today's session. Before we get started, I want to warn you about a slight twist in today's episode. For the past few weeks, I have introduced you to some dope clinicians who are doing amazing things in the mental health field, whether it's consulting, product development, writing a book, publishing a new idea, all of the things. But today, we're not going to talk to another therapist, you're actually going to hear from a lawyer... because what's the point of having all of these creative ideas if you don't know how to protect your creative genius? Let's be honest, I would say 99.99% of us did not go to business school, (that is not a 'real' statistic so please do not hold me to that) but that doesn't mean we can't be business savvy by doing our research and partnering with the right professionals to protect our ideas, work relationships and the brands that we're creating for ourselves. That's why I thought it would be extremely important and helpful to bring Yasmine to the show.

Yasmine is a business lawyer, a brand consultant, entrepreneur, all of the things and the founder of Coaches and Company. I became familiar with Yasmine a few years ago. I can't remember the exact amount of years, but it's been a hot minute, where I actually purchased a bundle of her contracts when I was starting out in coaching and consulting, and really getting started with corporate gigs. In fact, I actually still use them today. And to be clear, I did pay for those with my own money, all right? This episode is not sponsored.

Yasmine Salem Hamdan 1:43

Let em know.

Davia Roberts 1:44

I'm just saying, you know, those contracts have really been helpful. I've never shared this with you. But especially when clients seem to get forgetful, about, you know, payment deadlines and scope limitations. It's always been nice to have something to look back and have legit, you know, legal protection. And naturally, we're not going to talk just about contracts. Today we're going to talk about brand protection, trademarking versus copyrighting, and the power of good contracts is going to come up too. But one of the things that I'm really excited about is the fact that you don't need a law degree to follow along. Yasmine is very down to earth, isn't going to throw a bunch of legal jargon at us. So do not get overwhelmed. But I am excited that y'all are gonna be able to soak up our wisdom. And I also want to say thank you, to you for joining today and just agreeing to be a part of the show. I genuinely am excited for us to have this conversation. So welcome to More Than a Therapist Podcast.

Yasmine Salem Hamdan 2:43

Thank you so much. Thank you for having me. Thank you for inviting me to join you. I'm so excited to be here.

Davia Roberts 2:49

It's my pleasure. I followed Coaches & Co., I don't even remember how I found the Instagram page.

Yasmine Salem Hamdan 2:55

I'm wondering how our paths crossed. I'm glad they did though.

Davia Roberts 3:00

You know, the algorithm worked out very well. But why did you specifically start working with coaches and therapists and service providers? Because I feel like most people aren't focusing on us.

Yasmine Salem Hamdan 3:18

That's exactly why I decided to focus on this space was because I saw how underserved the community was. This was a community that was made up predominantly by women, and many women of color. Something's not right, because we have these great opportunities available to us. We are living in the digital age, and in the digital age, as a professional and somebody that has a skill set, a valuable skill set, has experience professionally, has wisdom that they want to put out into the world with an internet connection, and a willingness to serve and a solid contract, might I add... The possibilities are endless. Truly, the possibilities are endless. Just to rewind a little bit, I was working as an attorney, as a business attorney, here in Dallas. I was working with entrepreneurs of all kinds, across all industries. I mean restaurants, beauty, consulting, health and wellness, fertility, I mean literally any industry you can name, I probably had a client in that space. I want to say it was 2018, I really got into digital marketing and networking online and I really began to leverage my digital tools that were available that are really available to everyone. I came from a very traditional background of law and how a lawyer acts, how lawyer networks, how lawyer markets, how a lawyer sells, how a lawyer serves, how a lawyer exists in this world, and I think you could probably relate as a therapist

Davia Roberts 5:20

Pretty boring, you know, very limited.

Yasmine Salem Hamdan 5:23

Yeah very limited, very bland, very, you know, traditional, I guess, is the word, but I would love to re define what traditional means but I digress. I came from a very traditional, yeah, I came from a very traditional world. In 2018, I began to get involved in... I was using Instagram to educate my audience. So I was still speaking to entrepreneurs generally. My entire marketing strategy for my law firm and for selling my legal services was rooted in education, which I still strongly believe. And my marketing strategy is still rooted in

education, we can talk more about that. I imagine your listeners can relate to that, I think you can relate to that, too. I was on Instagram, educating entrepreneurs, and networking and you know, sharing these resources. I found that one, there was this growing market of women who were leaving the traditional career paths that they had taken in corporate and were selling their own services, as consultants as coaches. They were supporting other women, this was a lot of women helping other women overcome various obstacles, you know, up level in various areas of their lives or businesses. It was a beautiful thing to see.

I was helping these, I was consulting with a lot of them, helping them figure out okay, what kind of entity do we need to have? LLC or Corporation? We would do those formations in my law firm, those are services we provided. Okay, trademarks, copyrights, do we need to register? Do we need to do this, we need to do that? We were providing those services... and then of course, contracts, custom contract drafting. So a lot of people were working with clients, they had team members, employees, contractors, they had websites, where they're collecting personal information of visitors. So you need to have a privacy policy, you need to have, you know, various things on your site. We'll get into the details of that soon. Yeah, but you know, it was it was a really exciting time and I loved working with my clients at that time. What I found was that a lot of people were priced out of legal services, in those early stages of their business, especially in that first year of business.

Davia Roberts 7:33

It's terrifying! Because depending on what lawyer you find, you see the price and you're like, "Baby, I'm not making money to be able to do this."

Yasmine Salem Hamdan 7:40

I gotta run away from this conversation. Like, I would not I would never, there are so many people that I would never hear from again, and I'm like, Man, I know that I could help them. And I know that they need these services. That was the hard part is, you know, I would I would quote people on the services. With my law firm, I was very proud of the fact that we provided accessible rates, we provided a flat fee, we didn't do you know, the hourly rate that was open ended, you have to provide like a \$10,000 retainer, to get started, like none of that. It was a flat fee, we wanted to provide predictability. You know, we wanted to accommodate for those that were early stage entrepreneurs, didn't have 1000s of dollars to invest in working with a law firm. So that was good for that period of time.

There were still a lot of people that we worked with. So that was great. We were able to provide that support. But like I said, I found that a lot of people were getting priced out. So I'm like, okay, how do we provide support to these people that are at a different stage of their business where they can't afford the one to one, hire a law firm or a lawyer, to provide these specialized legal services? How can we productize the service that we provide so that people can readily access them so that people can... we can meet them where they're at, you know, it's maybe five years from now, as they continue to develop

their business, they'll be in a position to work with a law firm, they'll need a lawyer on retainer. But in that first year, it's not really necessary, in many cases. So yeah, it was I found that it was an underserved community. I loved I also loved the community. That was an important piece. I was like, okay, I love talking to these women. I love learning from these women. I love helping them craft these businesses that you know, there are really no rules here. Of course, there are some legal rules but you know, you can design this whatever way you want, you know, from an offer standpoint, from how you work with your clients, from the kind of content you're creating, from your marketing strategy, how your life and how it fits into... or rather how your business fits into your life, as opposed to the other way around. Thank you for asking that question because I have fond memories of that period of that time. It was really exciting and I remember thinking like, "Wow, I can't wait to create something for this community because I see so much potential here." I see this as an opportunity for women to create financial independence for themselves through entrepreneurship, which is what I'm very passionate about. That is what drives my passion in this business.

Davia Roberts 10:22

it's very evident in the way that you communicate, and you talk about it. And obviously, this is the podcast, like there is no video podcast, but y'all can't see her cheesing as she talks, like smiling the whole time. So I'm like, no... It's very evident that you care about your audience. I appreciate that. But I also, you know, what stands out to me so much, and I'm so glad that you named it is the fact that for so many of us, especially clinicians, and especially clinicians who are from, you know, historically excluded and marginalized groups, that idea of coming out into the field and having 10 grand, we're like, baby we're bootstrapping. We don't have 10 grand laying around.

Yasmine Salem Hamdan 11:10

Is this a joke?

Davia Roberts 11:11

Exactly. Like you just sent me this price list. What am I going to do with this? Not gonna happen. But to know that there is someone who is saying, "Okay, I understand this, what are ways that I can make this more accessible?" Because you don't need to have... for most people, let me say that... For most situations, you're not going to require a lawyer on retainer. You just got started. You don't even have clients like that, what do you still have these legal needs for? But I appreciate you just naming like, you can start making steps in the beginning, without thousands upon thousands of dollars, you can still create something to protect yourself.

I'm wondering for other people that you've worked with, like the the therapists, the consultants, the the the coaches, you know, the therapists who are coaches, who have these multiple streams of income? What are the first legal steps that these clinicians need to take with this brand that they're building? Like? What what are the first things? Before we launch, before we share the podcast episode, before we have 1000 people on

our website... What are the steps that we should be taking to protect the brands that we're creating?

Yasmine Salem Hamdan 12:32

That's a great question. So you reiterated that, you know, in the first year, in the early stages, you don't necessarily need a lawyer on retainer. My recommendation is, if you are starting a business, in general, no matter what you're selling, have an initial consultation with a lawyer that is in your jurisdiction, because wherever you live, there are unique laws related to business there. Pay for a one time consultation, that should be no more than a couple \$100, if that. Some lawyers offer for more accessible, and you can ask for a sliding scale rate, you know, it should be depending on the law firm and the lawyer, they might have something available for you, depending on the resources available to you. So have an initial consultation, a 60 minute session, where you are telling them all about what it is that you are planning to do, and allow for them to help you in issue spotting, figuring out you know, okay, what needs to be on your radar in that first year. What do you need to be aware of, there's probably going to be some education and some advising going on during that time. And then I would also have a consultation with a CPA, somebody that is familiar with tax law, and that can help you... What needs to be on your radar? What do you need to be mindful of? What structures do you need to have in place early on? Because here's what you need to get started...

It goes to our framework, our three part framework that we use to educate our audience on your legal foundation. The first part of that framework is your business entity. So forming your entity like an LLC. or a corporation. What this does, essentially, is it creates something that's separate from you. So if you are a clinician and you currently, maybe you do have a practice right now, or maybe you don't have a practice right now, as a clinician, let's say you do. Let's say it has its own entity, or maybe you are working with another office and you are providing the service in there as a clinician, when you are building a brand. You want to create something that is separate from you, the individual. You want to create separation financially, tax wise, legally, liability wise to protect your personal assets and to protect your business assets and the brand that you're building. So we can talk more about that for sure in a little bit but that is one step that I highly recommend considering in the early stages.

Let me create a formal entity because in the eyes of the law, and the government, they look at that the LLC or the corporation, as its own citizen, it's its own person. It can have its own property, it can have its own bank account, it pays its own taxes, it can sue others, it can be sued, it enters into its own contracts, it can take out its own loans. It can own, I think I mentioned it can own its own property and its own assets, both intellectual property and physical property. So create that entity for your brand on its own. That can do wonders also for your own personal well being, your story, your own personal wealth, yes, exactly. Your own personal well being is like, okay, now I know I have that liability protection, like I can, because there are risks associated with business. It can provide you with that peace of mind, it can provide you with that confidence. It can provide you with

also a feeling of legitimacy, you know, like this is a business that I'm building, I'm not playing games, if you decide that, hey, I just don't want to form an entity right now, I don't want to pay the filing fee, or whatever your reason might be for not forming an entity, just know that your business, you are your business and your businesses is you. There's no distinction between the two. So if there is some sort of dispute or claim for damages, that comes up in your business, your personal assets, and you individually could be on the hook and vice versa. If something happens in your personal life, your business could be on the hook.

So here's the thing to remember, this is an important point, filing that paperwork with your state to form the LLC. or to form the corporation, just filing the paperwork and having that LLC or that corporation formed, doesn't mean you're done. You also want to make sure you're treating it like it's separate. So that means having separate finances, separate bank accounts, no commingling the funds, we're not out here, you know, paying our personal expenses out of the business account and business expenses out of the personal account. So I would definitely start there. And then under that, I think of that entity as an umbrella. under that umbrella is all of your business activity, your business assets, your business contracts and relationships that you're entering into.

So the next place I would start is your contracts. Because if you're doing business, that means you are entering into relationships, professional relationships with your customers and with your clients, with even visitors to your website... that's considered, if they're providing information, their email address for an opt in or if they're buying anything, or even if you're collecting data from them, you have a relationship with them professionally. And then if you have team members, contractors or employees, so having those contracts in place with your clients in particular, and anyone else you're doing business with... That is I would say arguably the number one spot that you will you want to begin. If you're like, you know, I still want to validate my you know, idea, I'm not really sure I don't know, LLC Corporation, maybe you put that off, I wouldn't recommend it generally speaking, but if in your situation, it makes sense. Contracts for sure are not someplace that you want to cut corners on. Because the types of issues that come from contracts, you don't typically face those consequences the next day.

If I enter into a relationship with a client, it's like, okay, we're happy now. That's why we're deciding to work together the next day, we're probably not gonna have any issues. But six months from now, even if it's been three months since you worked together, a problem could arise. You want to be able to look back at that contract. You mentioned, Davia, is you love being able to look back at the contract and point to it when a question comes up or a dispute comes up with the client. I always say this. If you are in a professional relationship, and it's not in writing, you're in a situationship and every interaction... Yes, girl, it's not defined! And here's why, it's because every interaction at that point becomes a negotiation. Every time you're in or if there's no contract in place with your client, or your policies are not outlined, you said late payment, or the scope of the contract. What did we agree I was actually going to provide you in terms of services? If it's not in writing,

and you both agreed to it, then when that client is late on payment, we're about to have a conversation about what this looks like. We're about to have a conversation about, you know, what are the terms of late payment is their late payment fee? Well I never agreed to that. Well I never said all this? Let's say there's a scope issue. I said they're paying X amount of dollars in exchange for services, A, B, and C, and then they're trying to add on D and E and it's like, well, we didn't agree to that. Well, we don't have a contract... I was under the impression that that was included. I wouldn't have agreed to the cop. I wouldn't have said I was gonna pay that much if it was you know, so it's like a negotiation.

Davia Roberts 19:56

A bunch of going back and forth.

Yasmine Salem Hamdan 19:56

Yeah. So it's like you can really preserve the relationship and reduce the likelihood of disputes, if you have a contract in place. The same thing goes with employees and contractors, with visitors to your website, having terms and conditions on your site if you're selling something on your website, or if you're publishing content online, and so yeah, contracts, very important. And that's why that was the first place we started with Coaches and Co. was, there's so many opportunities for and so many various needs for contracts, all your different offers, all your different team members, if you have a business partner, your website needs certain contracts. So yeah, we love providing those resources and making them more accessible. And you know, a client contract to have a lawyer draft a custom one, which sometimes it doesn't even make sense to have a lawyer custom create it for you, in my opinion. My opinion used to be have a lawyer create your contract, period. And then I saw that a lot of lawyers are not familiar with the nature of selling services online, working one on one with the client, running a live group program, having a self paced course, starting an email list, like these are foreign concepts to a lot of lawyers, because the law is so far behind.

Davia Roberts 21:13

So all the different, like caveats and disclaimers, and clauses to consider aren't on their radar.

Yasmine Salem Hamdan 21:19

Yeah, they don't know. It's not on their radar. So having a specialized contract, like the contracts that we offer, that are industry specific, they're lawyer created by a lawyer that is familiar with this industry, and has been involved in this type of work for many years now. Customize that contract... purchase a contract template, customize the contract, and then take it to a lawyer that's local to you to review it and that will save you 1000s of dollars. Having a custom contract created can be \$2,500 and up and that's for ONE contract. Oh, I know. Which, depending on the type of services, if you're in a highly regulated industry, maybe it makes sense for you.

Davia Roberts 21:58

Yeah.

Yasmine Salem Hamdan 21:59

But most of the time, it's we just find that it's not necessary, it makes more sense to have an industry specific contract that's specific to the nature of the relationship you're going to create with clients. Then depending on your jurisdiction, if there are certain regulations you're concerned about, or maybe certain business laws that might be applicable to your business and what you're doing, where you live, and where your business operates, have a lawyer review that contract that you've filled in and customized and tailored to your business. Even then you'll be saving 1000s of dollars.

Davia Roberts 22:33

Now I love that approach because you're not starting from nothing. Now, when it comes to protecting, even just like the ideas that we have for our brand, or the products that we have, how do we do that? Like when do copyrights and trademarks even enter the chat? Like, is that something we need to think about proactively? Is that further down the line? What are your thoughts?

Yasmine Salem Hamdan 22:57

I love this question because it is something that every entrepreneur needs to have on their radar. Even if it's not something that you are actively pursuing, or, you know, a project you're working on with a lawyer right now. Having a basic understanding of trademarks and copyrights, I can't emphasize how important this is. So starting with trademarks, both trademarks and copyrights are forms of intellectual property, otherwise known as IP. Trademarks are source identifiers. I like to when I'm talking about trademarks and copyrights, I like to picture a present, like a gift box. And there's something great inside of the gift box and there's a wrapping paper and packaging on the outside of the gift box. In this particular gift box, the packaging and the wrapping paper is the label of the product. It lets you know where this product came from, it has a logo, it has a tagline. It has certain colors. It has a slogan or a hashtag maybe and it has the company name or the brand name. It is a source identifier, and it's identifying the source of the products or services that are being sold. So in the mainstream, Nike is a very popular trademark. Yeah, so we've got their brand name, which is Nike. We've got their logo, which is that swoosh symbol, and then we've got their slogan, which is...

Davia Roberts 24:23

Just do it.

Yasmine Salem Hamdan 24:24

Just do it. We know! We all know. Right? So when I hear, "just do it," I don't even need to see the name Nike. I don't even get to see the logo at all. I know it's Nike right away. When I see the swoosh symbol on a pair of track pants or on a pair of shoes, I don't need anybody to tell me where those shoes are from. I know exactly where those shoes are

from. Right? So that is the power of a strong intellectual property asset. That is the power of a trademark. When you are building a brand, whether it's a standalone brand or your personal brand, your company name might be your name. Your name can be a trademark. You might have a logo, or a slogan, or a tagline, or the name of your podcast. That's a trademark that identifies the source of the services being provided. So there are a few things you want to keep in mind when we're talking about trademarks and we're thinking about trademarks is... okay, I want to make sure I'm the only one using this trademark. I want to make sure I'm the only one with this name of my company or selling these products or services. I'm the only one at this name of the podcast selling these or providing these services.

If you don't, then you run the risk of your trademark becoming diluted, where it's losing value, okay, because everybody's using it. So you don't want to use something generic, or something highly descriptive. Because that you can't claim rights to that if it is generic. If everybody else needs to use that phrase or use that word to describe the same products or services. It might be generic or descriptive. So we want to use something really distinct, something unique, something that is going to be distinct in the market so people can readily identify your brand and your products or services. And so these are assets that you can carve out that you can register and that you can own, they can be sold, they can be licensed. Do you ever see at the grocery stores, the different chip brands that all have their own brand? And then some of them are like Flaming Hot Cheeto flavor, like Flaming Hot Cheetos. Yeah, like Flaming Hot Cheetos. Did you used to love Cheetos? I used to love those.

Davia Roberts 26:34

It's not a 'used to.' I still love them. There's not a past tense. I am not shamed.

Yasmine Salem Hamdan 26:42

I do too. I just can't I just don't eat them like I used. Yeah, you're right. You're right. I can't believe I ever tried to deny my love Hot Cheetos.

Davia Roberts 26:53

I'm still a hot Cheeto girl at heart.

Yasmine Salem Hamdan 26:56

I love that... forever. Okay, let me put you on real quick. Try them with yellow mustard. Like dip a hot Cheeto and some yellow mustard. Let me tell you.

Davia Roberts 27:06

Say less, you don't have to convince me.

Yasmine Salem Hamdan 27:10

Come back and let me know after you try it, because wow. Yeah, that's like the ultimate combo. I don't know how we got here. But what it is when you see that so Flaming Hot

Cheetos is a trademark. I hear that, I see that, I automatically know. I can already picture the logo, like the red with the yellow and the flames and all that. So there's a licensing agreement going on here. You know, those chip companies. Now flamin, Hot Cheetos might be owned by all the same but they're standalone brands. They're standalone trademarks, there are licensing agreements between the two. We see it in food and beverage all the time, licensing in that way. We're seeing it a lot in the business world, we're seeing it in the health and wellness world, different collaborations and licensing going on. That is allowing for the goodwill and the reputation to be... you're benefiting from that. As you're building a brand, what you really want here is to develop a reputation and a recognition associated with that brand and whatever your trademark is. So that might be as I said, your company name, your brand name, your logo, your slogan, etc. Another thing you want to be aware of here is that you're not infringing on anybody else. You don't want to step on anybody else's toes.

So, quick pro tip before you decide to name your company, your brand, your podcast, your program, your course, your membership, whatever it is, do an initial trademark clearance search. So first place of course, you know, we already know Google. Google's our BFF, that is the tool that you can use and you should use. Search on Google, search on YouTube search Instagram, Tik Tok, Facebook, Pinterest, Etsy, Amazon. Search for your trademark that you're considering if it's been on the podcast platforms, and see if anybody else is using this or anything similar to it and go to the USPTO website. So the US Patent and Trademark Office's website: [uspto.gov](https://www.uspto.gov). You'll click on TESS which is Trademark Electronic Search System, TESS, and click on that basic search and type in your trademark. See if there is an existing registration or if there's a pending application for your trademark and search for variations of it to because even it's slightly different... So if I wanted to start a coffee company, and I'm like, man, I really loved the name Starbucks, but obviously it's already taken. Alright, I'm just going to do star hyphen bux and start my own coffee company. You can't do that.

Davia Roberts 27:34

They gone be like, BLOCKED.

Yasmine Salem Hamdan 28:42

Literally, they are going to... I mean, I'm not trying to go up against Starbucks. Let me just say that, I am not. Certainly not as a new entrepreneur. Yeah, certainly not as a new entrepreneur, you'll get shut down so quick and we've seen it happen countless times. So the downside, especially is when people don't do that due diligence, and they get hit with that cease and desist, or they make that discovery on their own after they've invested 1000s in their marketing and their branding and their website and promoting and, and maybe even more than, you know, all the money that's involved is the time you spent building the recognition and reputation with your audience. And then you have to go back and say, okay, well, actually, that's not me anymore, I have a different name, or I have a different logo, or I have a different whatever it may be. So do your due diligence, you've probably heard me say this 1000 times, Davia, is be proactive. Don't wait to be reactive,

waiting to be reactive, when it comes to your legal stuff is a recipe for scrambling to do damage control, that's always going to be more expensive, always going to be more time consuming. So be proactive and do that do yourself that favor up front. And that way future, you can be like, Thank you past me. Thank you for looking out.

Davia Roberts 31:09

I have seen exactly what you're saying happened where someone has spent years with a certain like Instagram account and creating content and a blog and the website and the podcast. And then it's like, well, we went to trademark and we'll be shifting our name, you'll see some changes in and I'm like, "Oh that sucks." Because it's so much effort and so much work to build, you know, trust in, it can quickly go away, because like you said, we simply didn't know, or take the time to research and be proactive. Because we can get lost in the excitement. Like, oh, let me just start I have an idea. Let me do it. Let me do it. Also dig and make sure like you said that you don't have to reinvent the wheel later.

Yasmine Salem Hamdan 31:52

Yeah, and we talked about this a little, you know, before we started recording is, you know, that fire in the belly, the excitement that I wanted to start moving so fast, like, you don't want to lose that. That's a great thing to have. I think that's rooted in passion and excitement for all of the possibilities that lie ahead. So continue to nurture that continue to lean into that. Just have some strategy in your movements, you know, continue to move fast, if that is what's right for you in this season. Just be strategic in how you move, be strategic in how you navigate the business, the landscape of business, right? And so having that proactive action when it comes to your trademarks, making sure you're avoiding what can you know, actually, I want to say that's worst case scenario to have to rebrand but worst case scenario is having to defend against a trademark infringement lawsuit. You know, and you're like, I just actually I've got to just close down the whole business, because there's no way I'm going to be able to withstand this. And so yeah, doing that due diligence can save you so much in terms of time, money, energy, I know that it's hard, because you don't always know what you don't know, you know. But that's why we do what we do. And that's why we're, you know, educating and trying to shed light on these concepts, which I believe should be fundamental knowledge for all entrepreneurs, that's not to put anyone down that doesn't have this information on lock, you know, you can learn it. I try to make it as digestible as I can. And so yeah, I know this is a long-winded answer. And for sure, there's so much we can get into on this topic. But you know, those are the trademarks. Those are those source identifiers, the first thing your audience is interacting with.

And then we're back to that metaphor of the present in the wrapping paper, we take the packaging off, and we're looking inside the gift box, what's inside, that's your content. That's your copyright and assets. So copyright assets are your original works of art or authorship. This might include written works, like your blog posts, your emails, copy on your website, a book that you've written, an e-book of some sort, or some sort of written content in a digital format, that all falls under copyright. Audio content, so podcast

recordings, other audio recordings, all that falls under your copyright assets, and then visual assets. So photography, videography, graphic design, all of that falls under copyright assets. And when you own the rights to a copyright asset, you have the exclusive rights to the publication of it, the reproduction of it, to repurpose it, to profit off of it to license it to others. We're seeing a lot of great licensing deals and sale of content in this way. So yeah, these are valuable assets and you probably, if you've been creating content for any amount of time, you probably have intellectual property assets already.

Davia Roberts 34:59

No, I think that's really important for people to remember. Because folks think that the only way to have protection is if you filed for a trademark. And we know that trademarks can get pricey, right? But um, like, you don't have to wait just for the trademark, like you also have copyright protection as well. And of course, there's a formal process for certain forms of copyrights. But I'm like, even when you posted that blog post, now it's copyrighted like it's out in the world. Yeah, I'm like that don't have to you don't have to wait to even take action. Like I've had blog posts completely stolen from my website. I was able to submit some level the paperwork, and within hours, it was removed. Exactly, yeah.

Yasmine Salem Hamdan 35:42

Yes, okay legal rights.

Davia Roberts 35:43

I like having people like you that are telling me that information because it's stressful. Especially for creatives, when you work hard and you care about it, you don't want somebody ripping off your stuff, like this is something you care about. But having folks like you that are like, "Oh, no, no, no. It does suck, take a breath, get to some wine, baby. But here are the next steps. Here's what we can do. This doesn't change. Here's the next route." That's so helpful. So I appreciate you sharing that. Because we, like you mentioned earlier, and I just have to re-emphasize, you don't have to have a ton of money to protect your business. Yes, you're going to make some investments, like you said, getting some contract templates, getting someone to review it, making sure that you just have the right systems in place to get started. But it is possible and there are so many resources available to us. But like you said, sometimes, we don't know because no one has had the conversation. And so it's like now we're having this conversation. So I'm just so thankful that you're here because this really can make or break a business. And it's really, really such a game changer for folks to have. So I just say thank you for sharing all of this.

Yasmine Salem Hamdan 36:54

Thank you for having me and for being such a gracious host.

Davia Roberts 36:58

My pleasure. Well, before we say goodbye, I would like you to join me for the final segment called the Hot Seat. The Hot Seat is our final segment where I just asked you 10 rapid fire

questions and you reply with the first thing that comes to mind. Would you join me? Are you ready?

Yasmine Salem Hamdan 37:18

Okay, I'm down. Let's do it.

Davia Roberts 37:21

Okay, first question. Morning, earlybird or late riser.

Yasmine Salem Hamdan 37:27

Okay, so I'm definitely an early bird because I have a three year old son. He wakes up at like the crack of dawn. So I'm like currently at this place in my life where I'm trying to wake up earlier than him so I can have some time to myself before the chaos ensues.

Davia Roberts 37:43

Like an early bird by default?

Yasmine Salem Hamdan 37:44

I'm an early bird, not by choice, but yeah.

Davia Roberts 37:50

What about romantic comedy or horror? Horror film?

Yasmine Salem Hamdan 37:54

Oh, definitely. Rom Com.

Davia Roberts 37:57

One word to describe your thoughts about Legal Zoom.

Yasmine Salem Hamdan 38:02

I'm gonna say "okay." (shrugs)

Davia Roberts 38:08

If y'all could see the faces. Introvert, ambivert, or extrovert?

Yasmine Salem Hamdan 38:15

Oh, definitely ambivert.

Davia Roberts 38:18

An ambivert. best compliment you've ever received from a client?

Yasmine Salem Hamdan 38:23

You know, I have received maybe not necessarily compliments, but I guess I can accept them as compliments. I've received so many happy messages from clients over my years

of practice, which I'm so happy to share that. The ones that stand out, I would say are the ones that came to me and came to my practice just totally frazzled and terrified. I don't even know what's going on. I'm brand new to this. Like, please help me. And yeah, it's like just helping empower them really to take the action necessary to protect themselves, protect their businesses, when they thought that they were not going to be capable of doing that. If you're listening to this, and you're someone that, this is a common experience... You're someone that thinks I can never get my legal stuff in order, like how to where do I even begin? I can't afford it. It's so intimidating. It's confusing. I don't know what to do or like what is my first step? Just know that so many people have figured this out. You are capable of figuring it out and there are people out there that can help you figure it out.

Davia Roberts 39:33

See this is why I have you on the show. I love that. The next one. What is the weirdest clause that you have ever seen in a contract?

Yasmine Salem Hamdan 39:45

Okay, first thing that comes to my mind is I remember I was reviewing a contract for somebody that was here in Dallas, and it was a client contract there. I think they were are a marketing agency. And I remember the contract was... there's always a jurisdiction clause in your contract that determines, you know, if I'm working with a client, if there's a dispute, where are we settling that dispute? Where can you file a lawsuit? Or where are we going to settle it? What law governs? And it was Singapore. And I was like, Oh, I didn't realize that you had ties. Yeah, I was I didn't realize you had ties in Singapore, like, is that where you're formed? And they're like, what? And I was like, your contract says Singapore, and they were like, my bad. I didn't realize was that.

Davia Roberts 40:29

Bless their heart.

Yasmine Salem Hamdan 40:30

Yeah, and they had been using it. And I was like, Okay, well, we're gonna need to do a couple of things to clean this. Like, especially at like, they had active clients that were under contract using that contract. And I was like, alright, so that is the dangers of piecing together a contract with digital duct tape. That's the dangers of using a contract that you got from your biz bestie or from a coach or from, you know, a Facebook group. I've heard it all.

Davia Roberts 40:57

Yeah, let's not do those.

Yasmine Salem Hamdan 40:58

Let's not do that. So here, let me tell you why because in the event that there's a dispute, you'll have to go. Yeah, I mean, if they're gonna go to Singapore, then you're gonna have

to go to Singapore to resolve. Nothing. If I'm going to Singapore. It's not to defend against a lawsuit. Definitely not. No, no, no,

Davia Roberts 41:17

Singapore is on the list but not for that. Now, what is the biggest mistake a therapist should avoid when seeking a lawyer?

Yasmine Salem Hamdan 41:26

Biggest mistake a therapist should avoid when seeking a lawyer, I would say hiring the first lawyer you meet with or are referred to. So reach out to your network and see if you can get some referrals. That's always a good first place to start. But before you commit to like, this is my lawyer for life or this as the lawyer I'm going to work with, you know, long term... shop around. Interview a couple of different lawyers. Everybody has a different style. Everybody has a different approach. Everybody has different values and you want somebody that you can relate to from a values standpoint and somebody that really understands the type of business that you're building.

Davia Roberts 42:11

That's great advice. A little easier then... Savory or sweet snacks? I already know the answer. You told me. Okay.

Yasmine Salem Hamdan 42:20

I have a problem. Both please.

Davia Roberts 42:24

Like I want spicy, savory, sweet.

Yasmine Salem Hamdan 42:26

I love all of it. Yes, but yeah, I definitely love, I love me some savory snacks. But I have a sweet tooth. Yeah, I don't discriminate. Give me all the snacks, please.

Davia Roberts 42:40

Let's see... What's one thing every, and you've alluded to this... What is one thing every therapist should have before launching a business? One thing most...

Yasmine Salem Hamdan 42:54

One thing... Yeah. One thing. A legal foundation. Yeah, I mean legal protection. For sure. Before starting a business. A common question is, when? Before you accept \$1 from anyone. I would recommend having that entity in place, and the contract tied to that dollar, like why somebody's paying you. Let's be very clear.

Davia Roberts 43:25

That's good. That's good. And the last question, our therapist feels this deep in our souls. Have you finished your notes this week?

Yasmine Salem Hamdan 43:34

Okay, I'm not a therapist. So thankfully, I don't have to... I have a lot of friends and clients that are therapists so I understand, and in the medical field, yeah, in general, I know the struggle. I get it. But I have a lot of stuff on my plate that I have not done yet this week. So I can somewhat relate...

Davia Roberts 43:55

Slowly but surely, we all gonna get there, right? Well I just want to say thank you for for entertaining the Hot Seat. Thank you for joining and sharing all of your wisdom. If people want to connect with you online, where can they find you?

Yasmine Salem Hamdan 44:10

Thank you so much for having me. This is so fun. I really enjoyed being here. And I hope everybody found value in this. Yeah, thank you. Okay, so where are we online? You can find us online www.coachesandcompany.com We're on Instagram @CoachesandCompany. I'm on Instagram, my name. My full name is a bit long, but it's Yasmine Salem Hamdan spelled out. I'm sure it'll be in the show notes.

Davia Roberts 44:35

Yes, it will.

Yasmine Salem Hamdan 44:37

I am on LinkedIn. So if you're on there, hit me up. I'm hanging out on Twitter sometimes. I mean, I'm doing the Twitter thing.

Davia Roberts 44:44

You been in these twitter streets. I did not know.

Yasmine Salem Hamdan 44:46

I've been in the Twitter streets. It's interesting. It's now yeah, it's that's what I was gonna say. As soon as I got it's probably been like six months since I've been on there more consistently. As soon as I got on there, all but you know what hit the fan, it's just like upside down. I'm like this feels a bit unpredictable but I'm gonna stay tuned in and see what happens. Yeah, it's been fun though. It's an interesting space that is different than Instagram. I've been on Instagram for so long and Instagram is, there's a lot of conversation to be had there but it is really visually focused and Twitter is more focused on you know, your words and what you have to share. Yeah, exactly. Sharing your thoughts. So it's fun to mix it up a bit I recommend.

Davia Roberts 44:46

Okay. Well, for those of you who are interested in staying connected with Yasmine, getting a contract, and also a birdie told me there's a podcast in the making. If you want to hear more, I will make sure that all of her links, all of the contact information will be in today's show notes and you can find those at morethanatherapist.co but again, thank

More THAN A Therapist

you for listening. Please get in contact with Yasmine, continue to soak up her wisdom. I'm looking forward to the podcast my darn selves because there's always something else to learn. So protect your genius. Protect your heart, and I will see you next time.