

Cheri D. Andrews, Esq. Speaker Media Kit



Cheri loves to share her legal expertise with small business owners and aspiring entrepreneurs! There is a lot to learn when launching and running 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, Small Business and Trademark Attorney, is licensed in Pennsylvania and Maryland. Cheri has turned the traditional legal model on its head using flat rate and subscription pricing models that take the fear out of legal fees. Cheri partners with small businesses and entrepreneurs so they can move forward with confidence, knowing their business is legally compliant, 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. Cheri brings an award-winning career with over 30 years of legal expertise in both law firm and corporate practice to what she affectionately calls her "give-back career" with a percentage of all revenue donated to charity.

Cheri is the best-selling author of [Smooth Sailing: An Essential Guide to Legally Protecting Your Business](#), a sought-after speaker, and the founder of [The Wise Owl Academy](#), the place for knowledge-hungry entrepreneurs to get education about the legal aspects of running a business.

Cheri's practice areas include business formation, contracts, compliance, copyright and trademark, 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.

When she's not crossing t's and dotting i's, Cheri loves to travel, read, and get messy with mixed media art, but her greatest joy is hanging with her family.

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

A small business attorney who has turned the traditional legal model on its head, Cheri uses flat rate and subscription pricing that takes the fear out of legal fees. She helps small businesses ensure they are legally compliant and protected.

Her best-selling book, *Smooth Sailing, An Essential Guide to Legally Protecting Your Business*, provides guidance in business formation, contracts, compliance, and trademarks.

Cheri earned her BA magna cum laude from Mount Holyoke College and JD from Temple University School of Law.

When she's not working, Cheri loves to hang with her family, travel, and get messy with mixed media art.

70 Word Bio: Cheri D. Andrews, Esq., Small Business and Trademark Attorney

Cheri Andrews is an award-winning small business & trademark attorney. Cheri has helped hundreds of heart-centered small business owners get legally compliant and protected, providing them confidence and peace of mind.

Cheri is the best-selling author of [Smooth Sailing: An Essential Guide to Legally Protecting Your Business](#), a sought-after speaker, and the founder of [The Wise Owl Academy](#).

Cheri enjoys digital scrapbooking, mixed media art, reading, and travel, but her greatest joy is hanging with her family.

One Sentence Bio: Cheri Andrews is a Small Business and Trademark Attorney who helps entrepreneurs get legally compliant and protected so they can sleep better at night!

Prior Speaking Engagements

In Person:

- Polka Dot Powerhouse Celebration,
- Polka Dot Powerhouse chapter meetings (Lehigh Valley, King of Prussia, Montgomeryville, Pottstown),
- She Means Biz Conference (Diva Girls),
- Women Authors Panel at the Pyramid Club,
- Young Entrepreneur's Academy,
- Philadelphia Small Business Expo,

Virtual:

- Virtual Networkers (multiple times/chapters),
- Polka Dot Powerhouse chapter meetings (Hanover, Bensalem, Merrimack, Montgomeryville, Pittsburgh, Diamond)
- WBENC Jump Start program
- Highlander Press Publishing Cohort,
- TCB Women It's Our Turn Conference,
- Keller Williams Main Line,
- Great Careers Group & ChemPharma
- Elevate Your Coaching Summit
- Numerous Podcasts

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/sbletstalklegal>

Instagram: <https://www.instagram.com/cheridandrews/>

3 Most Requested Talk Topics

➤ **Safeguard Your Success: 5 Key Legal Strategies for Your Business:**

Safeguard Your Success is Cheri's signature talk. This talk addresses the most important legal issues faced by small business owners and how to proactively address these issues BEFORE they become legal problems. At a time when employees are turning to entrepreneurship for many reasons – job dissatisfaction, being aged out of corporate positions, looking for more freedom or a better life, layoffs – this knowledge is crucial to small business success. Small business is the backbone of this country. And it is critical for small business owners to understand the legal implications of their business decisions.

Key Takeaways:

1. The most common legal mistake made by entrepreneurs
2. What type of business entity may be right for your small business & why it's important
3. Who should be included on your Dream Team
4. The 5 things that MUST be in your service contract
5. Yes, compliance IS an issue regardless of your industry. A brief overview of key compliance concerns for small business.
6. How to protect the Intellectual Property of your business (while avoiding infringement of other's IP)

➤ **Stop The Legal Leaks: Understanding Compliance for Small Business**

There are places in your business where it is easy to miss being legally compliant and protected. These "leaks" can cause big problems down the road. We'll talk about the most common leaks that entrepreneurs experience and what actions you can take right NOW to stop the leaks!

Key Takeaways:

1. The single biggest mistake made by most entrepreneurs
2. How to avoid at \$51,000 mistake in your email marketing
3. Why your website needs legal protections too
4. When ALL small businesses should start thinking about trademark
5. The dangers of legal DIY

➤ **From Invisible to Invincible: Protecting Your Brand with Trademark**

Getting visible is key to growing your business and brand awareness. But getting visible has a dark side for the unwary. Avoid the need for a costly rebrand by building your brand the right way and then protecting it with trademark registration!

Key Takeaways:

1. What is Trademark?

2. When a small business owner should start thinking about trademark
3. The dangers inherent in ignoring intellectual property issues
4. Why the Trademark Search matters
5. The benefits of trademark registration

Additional Targeted Talks to Consider:

➤ **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.

➤ **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.

➤ **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.

➤ **The Corporate Transparency Act: Understanding BOI Reporting**

The Corporate Transparency Act is new federal legislation that requires most small business owners to file a Beneficial Owner Information Report with the Financial Crimes Enforcement Network. Learn what exactly this new regulation is, what you must do to be compliant, and what information you'll need to complete the BOIR filing.



Approved Images

