

3 legal mistakes you're making right now

that can lead to losing your license,
getting fined or
shutting down your business.

lisa fraley.JD
LEGAL COACH® & ATTORNEY

Welcome! In this webinar, you'll learn:

- ✓ **3 BIG MISTAKES** that health coaches and licensed practitioners make when working with clients worldwide that could harm you, sink your income, or destroy your reputation.
- ✓ **3 LEGAL TIPS** to use today in your marketing & social media to immediately reduce your risk so you can stop doing things you don't even know are risky.
- ✓ **3 SMART WAYS** to work online and stay legally safe, especially across state lines.

We're counting down backwards from #3...

MISTAKE #3:
**Combining medicine and coaching in dangerous ways
that can get you into hot water...**
like being accused of practicing medicine without a license.

- ➔ Doctors are _____ and holding _____
_____ across state lines. Don't do that.
- ➔ Doctors are _____ IN their medical practice.
Don't do that.
- ➔ Doctors are _____ in a medical practice. Don't do that.

➔ Simply using a disclaimer that says _____ and "I'm not practicing medicine" isn't enough. (You DO need to use disclaimers, but alone, they're not enough.)

➔ Doctors & LMPs are using the wrong business entity _____ and _____ are for medical practices only, not COACHING practices.

(Legal Love Tip: Don't create a biz entity without talking with a lawyer like me!)

3 SMART WAYS TO WORK ONLINE:

1. Create an _____ or _____ for a coaching practice.
2. Have _____ businesses for medicine and coaching.
3. Get trained as a _____ if you want to work 1-on-1 across state lines.

MISTAKE #2:

**What you're SAYING in your marketing about
WHO you are and WHAT you do.**

What title should you use? Doctor and Coach?

➔ Doctors & coaches are using the _____ and _____ names.

3 SMART WAYS TO MARKET ONLINE:

1. DO NOT say you're a _____ AND a _____ on your website or social media.
2. DO NOT say that your program diagnoses, treats, prevents, cures, heals, or manages any symptoms or specific medical diseases, conditions or issues – and don't say any of these things in your _____.
3. Use _____ program names.

Remember, the more you talk about SOLUTIONS in your marketing and program titles and not that you can heal/cure/fix the PROBLEMS, the more legally safe you'll be.

Now for the riskiest mistake....

MISTAKE #1 :

**Not understanding what you can and can't do with
personalized nutrition recommendations,
labs and supplements.**

Who can give nutrition advice?

What can and can't you do with labs and supplements?

- ➔ Doctors and coaches are violating state _____ laws and _____ laws.
- ➔ Doctors and coaches are going way outside of their _____ which is illegal.
- ➔ Doctors and LMPs using their _____ to sign up with lab companies to order labs for people across the country who are not their patients!

3 SMART WAYS TO WORK WITH NUTRITION, LABS & SUPPLEMENTS:

1. Know your _____ based on where your business is based.
2. Know there are still 14 states where personalized nutrition advice is not legal unless you're _____ and nutrition is in your _____.
3. Get trained as a _____ to order labs or supplements for people across state lines as a coach. Sign up with a lab company or supplement company using those credentials.



How can you learn ALL of the other areas of risk
- and what to do instead -
so you don't get investigated, fined, sued,
or have to shut down your business?

introducing the...

protect your practice package

for licensed practitioners & health coaches

you'll receive:

- ✓ **½ day live workshop and workbook** to get answers about what the services and programs to offer that are legal to reduce all of your risks. It's lecture-style and super-efficient. (value \$5497)
- ✓ **2-1 hour power hours** which are private calls with me to ask YOUR specific questions about your business and your state laws. (value \$1997)
- ✓ **1 legal starter kit** with the right legal documents with the correct language in them matched to the services YOU plan to offer (each kit comes with 4-6 legal docs depending on what you're doing) (value \$1597)
- ✓ **8 legal master classes** about everything from trademarking to taxes and insurance and AI so you have this info at your fingertips to refer to later (value \$797)

Enroll here: lisafraley.com/protectyourpractice
by Friday March 7 at 11:59pm PT to save \$1000!

(Don't forget to enter the coupon code
on the webinar slides to get an extra \$500 off!)

As always, I believe you're set free to do your best work and create anything that you want when you get legally covered in a loving way.

I want to help you thrive in your business AND follow the law as you expand your practice across state lines.

Here's to getting legally covered - and to staying legally safe!

With Legal Love,

Lisa



This document is being used with permission through a limited license and is not to be construed as legal advice.

For my full disclaimer, please visit lisafraley.com/disclaimer-policy.



Lisa Fraley, JD is an Attorney, Legal Coach®, Speaker, #1 Best-Selling Author of Easy Legal Steps and the host of the "Legally Enlightened" podcast on iTunes. As a Holistic Lawyer®, Lisa blends her legal expertise as a former health care attorney in a large corporate law firm and the care of a Health & Life Coach through IIN & Coach U to help thousands of heart-centered holistic health coaches, licensed practitioners, and online business owners protect their businesses and brands with contracts, disclaimers, trademarks and more.

Lisa shares her "Legal Love" through DIY legal templates, online courses, 1:1 services and on stages from British Columbia to the Bellagio - and she's uniquely known for aligning legal steps with the chakras. Lisa's mission is to help small business owners understand that the law can be accessible, empowering, loving, and even spiritual. Lisa graduated from Case Western Reserve School of Law with a concentration in health law and she holds a Certificate in Sustainable Business Strategy from Harvard Business School Online. Get free legal tips and learn more at lisafraley.com.