

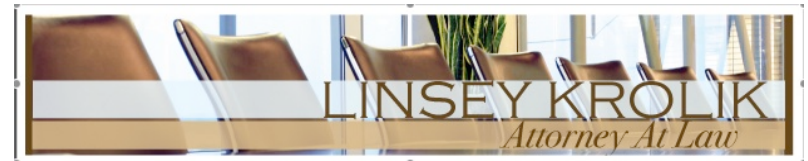
Taking Care of Business

Learn about legal, tax, and pricing issues surrounding starting and growing an online business

Linsey Krolik - Technology, Business and Media Attorney

- The online world is still the real world
 - Defamation, Intellectual Property (© / cc, TM / ®)
- How can I limit my liability?
 - Incorporation, Disclaimers/Terms of Use, Agreements/Contracts
- Playing nice while co-blogging

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Kelly Phillips Erb - Blog Editor & Tax Attorney

- What Income? I don't make any money!
 - 1099s, Affiliate Income, Advertising Revenue
- Taking Advantage of Deductions and Expenses
 - Home Office, Web costs, Other deductions
- Hobby v. Business: The difference matters

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Sabrina Parsons, CEO Palo Alto Software

- How do I price my services?
 - What are my business goals?
 - What value do I offer?

- What me?... Plan?
 - Control your destiny

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