

MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

[Podcast Title: Magic Hour | Ep 14 | Jaime Bell](#)

Host: Hope Mikal from Unicorn Marketing Co.

Guest: Jaime Bell, Canadian business lawyer and founder of Contracts Market

00:00 - 02:00 - Introduction

- Hope Mikal introduces the podcast and Jaime Bell, the founder of Contracts Market.
- Jaime Bell explains her background and businesses: Contracts Market and a law firm serving British Columbia.
- Contracts Market provides legal contract templates for service providers, course creators, and e-commerce businesses.
- Acknowledgement of the traditional territories of the Coast Salish peoples.

03:00 - 08:00 - Jaime's Journey into Law

- Jaime shares her journey from growing up in a small town to becoming a lawyer.
- "I thought I was going to be a family law lawyer... but once you start law school, it's hard to get off that path."
- Realizes law school and initial jobs were not a good fit for her values and lifestyle.
- Struggled with the competitive environment at law school and early jobs in Toronto.
- Felt disconnected from her clients' values in her early legal career, working mostly for condominium developers.

09:00 - 15:00 - Transition to Entrepreneurship

- Jaime talks about moving from Toronto to British Columbia and taking time off to figure out her next steps.
- "I have this resource, which is my legal background. How can I just flip the script a little bit?"
- Inspiration from podcasts and working with entrepreneurs led to the founding of the Contracts Market.
- Explored various career options during her time off, including health coaching and career coaching.
- Decided to focus on using her legal skills to support entrepreneurs and small business owners.

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16:00 - 22:00 - Starting Contracts Market

- Jaime discusses the initial steps of starting Contracts Market and her law firm.
- Developed templates based on common issues faced by entrepreneurs.
- "I saw clients' contracts and thought, holy shit, this is a dumpster fire. What can I create to serve this client who maybe doesn't have \$1,000 but can come up with \$200 or \$300?"
- Emphasized the importance of making legal resources accessible to small business owners.
- Discussed the scalability of selling contract templates versus traditional legal services.

23:00 - 30:00 - Importance of Custom Contracts

- Discusses why using cookie-cutter templates or AI-generated contracts can be problematic.
- "You don't know where they're getting their information from... A lawyer-drafted contract is your best bet."
- Importance of a client services agreement and privacy policy for small business owners.
- Highlighted the risks of using poorly drafted or copied contracts, including legal vulnerabilities.
- Stressed the value of having industry-specific contract templates.

31:00 - 38:00 - Client Contracts and Boundaries

- Advice on setting clear boundaries and expectations in client contracts to avoid scope creep and resentment.
- "It's important to have a contract that educates your client about what it's like to work with you."
- Examples of common issues in DIY contracts, such as vague service descriptions and unclear payment terms.
- Emphasized the need for clear terms regarding rescheduling, cancellations, and deliverables.

39:00 - 45:00 - Privacy Policies and Terms and Conditions

- Explains the difference between privacy policies and terms and conditions.
- "If you have a website, you are legally required to have a privacy policy."

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- Discussed the legal requirements for handling personal data and ensuring compliance with privacy laws.
- Importance of updating privacy policies to reflect current practices and legal standards.

46:00 - 53:00 - Email Marketing Legalities

- Importance of obtaining consent for email lists and regularly scrubbing email lists.
- Mention of Tarzan Kay's practices on consent in email marketing.
- "Consent is always changing... you need someone to click a box actively giving consent."
- Discussed the importance of transparency and ethical practices in email marketing.

54:00 - 01:00:00 - Deep Work vs. Creative Work

- Jaime discusses balancing deep work and creative work, mentioning her use of the SunSama app for time blocking.
- "My deep brain work is definitely early morning... I cannot draft a contract at 3 PM."
- Struggles with finding a balance between reactive work for her law firm and creative work for the Contracts Market.
- Tips on managing time effectively and prioritizing tasks based on energy levels.

01:01:00 - 01:08:00 - Social Media Presence

- Jaime shares her experience with social media and finding what feels authentic.
- "People can have the best nose for bullshit. Just show up as yourself."
- Transitioned from following social media trends to focusing on genuine connections with her audience.
- Discussed the challenges of balancing personal vulnerability and professionalism online.

01:09:00 - 01:15:00 - Passive Income

- Jaime's take on passive income: "I make money in my sleep because I work all day."
- Passive income often involves significant upfront work and ongoing effort.

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- Criticized the unrealistic portrayal of passive income in online marketing.
- Emphasized the importance of transparency about the work involved in building a passive income stream.

01:16:00 - 01:22:00 - Work-Life Balance

- Jaime talks about prioritizing important aspects of life and integrating work into a balanced lifestyle.
- "I don't think of my life anymore as work-life balance because I'm pretty happy with all of it."
- Shared her routine, including early morning work sessions and regular outdoor activities.
- Highlighted the importance of setting boundaries and prioritizing self-care.

01:23:00 - 01:30:00 - Legal Advice for Small Business Owners

- Emphasizes the importance of confidence in collaborations and partnerships.
- "Make sure you're going into a collaboration because you need the skills of the other person, not because you're not confident you can do it yourself."
- Advice on addressing potential conflicts and ensuring clear agreements in business partnerships.
- Encouraged business owners to seek legal advice and be proactive about addressing legal issues.

01:31:00 - End - Final Thoughts

- Jaime advises not to overthink legal aspects and to seek help when needed.
- "Don't try to be everything. You're already doing too much."
- Mention her [blog and resources](#) for entrepreneurs seeking legal guidance.
- Encouraged listeners to educate themselves and reach out for support when necessary.