

On Your Terms Episode 61:
Behind the Scenes of the Ultimate Bundle™
(P.S. It's ON SALE!)

Sam Vander Wielen: [00:00:00] Holy Cannoli! I can't forget to tell you about this. In case you're out of the loop, I wanted to tell you that the Ultimate Bundle is on sale until Thursday, September 29th, only. For a very limited time, you can get \$400 off the Ultimate Bundle, my signature product to legally legitimize the online business that you're building, plus a load of incredible bonuses, including a ticket to a live two-day virtual retreat with me and top industry experts for Ultimate Bundle members only in October. More on that in a sec.

Sam Vander Wielen: [00:00:28] If you're interested in getting the Ultimate Bundle, now is definitely your time before the sale ends. You can use the link in the show notes or head straight to samvanderwielen.com to get inside before the doors close. The Ultimate Bundle gives you my ten DIY fill in the blank legal templates, plus over 35 on demand video trainings teaching you everything from how to legally form your business, to how to work with clients online, what to do if a client doesn't pay their invoice, and so much more.

Sam Vander Wielen: [00:00:53] You'll also get access to ask me your legal questions in our online members only Ultimate Bundle Community. And whenever I update my DIY legal templates, I give you the update for free as a member of the Ultimate Bundle. I take care of my customers. Your lifetime access to the Bundle and all the legal templates inside isn't too bad either.

Sam Vander Wielen: [00:01:13] Plus, if you join by this Friday, September 23rd, you'll also get a free ticket to my live two-day Virtual Business Building Retreat I'm hosting for Bundle members only. In it, I'm bringing in the top industry experts in

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accounting, mindset, boundaries, Instagram, legal, and more to help you build the most well-rounded business possible.

Sam Vander Wielen: [00:01:34] If you're ready to stop worrying about the internet police catching on to you flying under the legal radar, you can use the link in the show notes or head straight to samvanderwielen.com to get in before the special offer ends on Thursday, September 29th. I can't wait to see your name pop up inside the Ultimate Bundle Member's Community. Tap the link below to get legally legit today.

Sam Vander Wielen: [00:01:59] Hey there, and welcome back to On Your Terms. I'm your host, Sam Vander Wielen. I'm so excited to dive into this episode today because, in it, I share with you the backstory on the Ultimate Bundle, my signature product that gives you all the legal templates and trainings that you need if you're an online business owner to run your business legitimately.

Sam Vander Wielen: [00:02:16] But I also want to share it with you from the perspective of somebody who has, like, tinkered with something for years and years and years and has been so passionately dedicated to making this product the best it can be for all of you. And really has been, like, a healthy obsession, I think, for me to build the Ultimate Bundle and, with it, build my business over the years.

Sam Vander Wielen: [00:02:40] And I wanted to share it with you not only as a source of inspiration but, really, so that you can take what I'm sharing about how I approach the building of the Ultimate Bundle, the beta testing, the retinkering, the scaling

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of it to apply to what you're doing in your own business, the development of your own products and program. So, I'm really hoping that you'll take a lot away from it.

Sam Vander Wielen: [00:03:03] You might have also heard me mention in this episode that we had a special sale going on at the time. Don't worry if you missed out and you listen to this episode and you're like, "Man, I wish I would have known about this sale," just send us a DM. Send me a DM on Instagram, @samvanderwielen, or shoot me an email, sam@samvanderwielen.com, and say, "Hey, I listened to Episode 61. I'm ready. I want the Ultimate Bundle." We'll make sure we'll honor that discount for you. No sweat. I want you inside the Bundle and I want to make sure that you get what you need.

Sam Vander Wielen: [00:03:31] So, you might hear me talk a little bit about it. That's what was going on. But no fret, dive in. Learn the backstory of the Ultimate Bundle. Tell me what you're going to apply it to your own business. And you'll also hear me dive into the details for any of you who are interested in what is included, what do I get with this, is this for me, is it the right timing for me, do I really need this, can I do something else in the meantime. I dive into all of your burning Ultimate Bundle legal support questions for your online business. So, let's tune in to Episode 61.

Sam Vander Wielen: [00:04:07] So, before you understand how the Ultimate Bundle came to be and, ultimately, how it came to also be my best selling product, I have to share with you a little bit about how it was born. Because, first of all, it's going to help you think through some of the products and services that

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you might be offering now or something that maybe you've got in the back of your head.

Sam Vander Wielen: [00:04:28] But I also always want to be so transparent with you about how long things take, how things evolve, and what you're seeing as, like, chapter 28 of many, many chapters that have been written and torn out and tossed in the trash, and then written again, and all that kind of stuff. So, I always want to give you the full pictures that you really understand how do I think through these things, how did I mess up, how did that help me, what has gone well, all that kind of stuff.

Sam Vander Wielen: [00:04:57] So, hopefully, you know already that I'm Sam. Hi. No, I'm just kidding. So, hopefully, you know that if you're listening. But I was a corporate attorney and when I was a corporate attorney, I always - I mean, my whole life since I was a kid - love food and cooking. Really, cooking is my main passion in life. And when I was a lawyer and I was so burnt out and I was so miserable, I would just think, "Man, it would be so nice just to do something with food. And just to teach people about food and cooking." Really, I wanted to focus on teaching people how to cook.

Sam Vander Wielen: [00:05:32] So, it started out when I was a corporate attorney that I started, like, a little food blog called Barrister's Beet, and I was sharing recipes that I was making. Like, I had no time to cook. I was working a million hours a day. I was eating most of my meals in the office. So, I was trying to show people like, "Look, here's how I cook." And

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then, I bring stuff to the office. "Use glass, blah, blah, blah." So, I was doing all of that.

Sam Vander Wielen: [00:05:51] And then, that morphed into, "Maybe I could actually go get some sort of certification in this." And, to me, at least at that time, like 2015, health coaching was still so far into me. I never known anybody who was a health coach. I hadn't heard of it. I think that because I followed so many food bloggers at the time, I started to then become aware of it and see all of these people who are out doing this as a career. And so, I registered for a health coaching program. Became certified through this health coaching program.

Sam Vander Wielen: [00:06:26] And I think about a year after that, I decided - and I have shared some about my personal story - I finally was like, "I'm going to go do this." It was a series of events that led to me that that I won't go back through now. I had to do with a plane incident. I won't make you listen to that again. But I decided to go and become a health coach.

Sam Vander Wielen: [00:06:46] And I started this business in 2016, becoming a health coach and offering private coaching. I had a group program. I tried to start a course. I had all kinds of freebies and downloads. And I really immersed myself, I would say, in the culture of online business. I had no idea about anything like email lists and landing pages and pixels. I never heard of any of these things. I wouldn't say I was a techy person or very tech savvy. I, obviously, never built a website as a lawyer or anything like that.

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Sam Vander Wielen: [00:07:18] But I started doing all these stuff and I fell head over heels for the work that we were doing. I actually didn't really like being a health coach. And I have shared the episode - I'll link to it below - about ten things or ten reasons why I think my health coaching business failed and why I know it failed. One of which being I just figured I just would model it the same exact way that everybody else was modeling their health coaching business at the time and, therefore, it would be successful, and it wasn't. But I also didn't buy into it and that really came through.

Sam Vander Wielen: [00:07:54] So, when I really had hit another wall of being like, "Man, I really thought being a health coach was going to be the answer to all of my problems. If I left the law, I was super miserable at being a corporate attorney working in a traditional job, if I just leave and I start my own business, everything in my life will just magically fall into place."

Sam Vander Wielen: [00:08:14] And, boy, was I disappointed to find out that that's not really how it works. I don't think that's how it works for anybody, let alone that wasn't definitely not my situation.

Sam Vander Wielen: [00:08:24] And it was during that time that I realized I got to shift again. I have to do something different. And people would not stop asking me legal questions. People were asking me when I would go to conferences or when I would teach a workshop or even online, "What's the deal with an LLC? What kind of contract do I need? Do you know anybody who does this?" And I

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was just like, "Man, why are people asking me these stuff all the time."

Sam Vander Wielen: [00:08:47] And I realized during that time period I really needed a little bit of space from the law. But I realized during that time period, of course, they're asking this because the traditional stuffy old legal field that I was working in just months and a year prior, they wouldn't know what to tell you to do about a coaching business. They wouldn't know what to tell you to do about a podcast and email list, a TikTok account, a YouTube channel. They have no idea. They're not using any of that stuff. They don't know the language. If they don't know how you're using it, then how do they know what to do to tell you what you have to protect.

Sam Vander Wielen: [00:09:24] So, it kind of started to click for me like, of course, on top of all of the things related to it being really intimidating to go and speak to a traditional lawyer. It's also really frustrating to go to one who doesn't understand what you do so you don't leave feeling very confident. They can also be really condescending. And, of course, this is not all lawyers. There are many good lawyers but, like, I saw a lot of this kind of behavior in my experience.

Sam Vander Wielen: [00:09:48] So, it all started to click for me. And that's why in early 2017, I started a legal templates business that I thought was going to be a little nothing. I was like, "This is my kind of final hurrah. If this doesn't work, I'm going to have to get at least a part time or some fulltime job that's outside of online coaching. And then, I'll see what I

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want to do." I was really upset about it but I was like, "You know, let me just give this legal templates thing a go."

Sam Vander Wielen: [00:10:14] The idea was that I would just start selling digital legal templates and then I would create SEO driven content that would consistently drive traffic to those templates. And that's exactly what I did. That was my first several dozens, hundreds, whatever of sales of individual legal templates. That's all I sold at that time.

Sam Vander Wielen: [00:10:33] I then added in this free connection calls so that people could figure out what templates they needed because I realized I was getting all of these emails from people saying, "I don't know which template I need and I didn't know how else to do it." In those free connection calls, though, people were asking the same questions over and over. To the point where I would joke with Ryan, my husband, that I could just record me saying the same thing, pop the phone down, put it on speaker and walk away, and have these conversations with this people. And it was such a waste of my time.

Sam Vander Wielen: [00:11:05] And I remember complaining about this one time, just being frustrated that I was saying the same thing over and over and over again. And then, realizing, "You know, dummy. This is on you. This is you. This is not a them problem. This is a you problem. Why are you offering something in a way, if you're saying the same thing to people all the time, there was a better way to deliver that thing." I don't have to be on the phone with thousands of people explaining the same thing. I can do that through a video that they then purchase access to.

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Sam Vander Wielen: [00:11:32] I realized in those connection calls, too, that it wasn't just about buying legal templates. So, somebody might need a contract. Somebody might contact me and say, "All I need is a contract." But then, we got talking and they were like, "Wait. I need to register my business? I thought I could wait until I made \$10,000." I was like, "No. No, no, no. We can't do that." And then, they would say, "Well, wait. What happens if I get sued?" And I'm like, "Well, don't worry about it. I mean, if you have the right business insurance, it won't even financially impact you." And they were like, "What's business insurance?"

Sam Vander Wielen: [00:12:02] So, I started realizing that there was this thing outside of just a bunch of legal templates. You don't just need legal templates. You need, first of all, trainings that are completely on target for what you're doing, for offering courses, for creating content on social media, for building an email list, for having a website. You need stuff that's specific to what you're doing and how you're doing it. And you also need some support along the way.

Sam Vander Wielen: [00:12:29] So, this stuff started to click and I came up with an idea for a product called the Ultimate Bundle. This has been years and years and years now. And at the time, I had the brilliant idea that it was going to be two different versions. There was going to be a version of the Ultimate Bundle that was just the trainings, just those little video trainings of, essentially, me breaking down what I was saying to people on those calls. And then, there would be a

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version of the Ultimate Bundle that included those trainings plus the templates.

Sam Vander Wielen: [00:12:56] I thought this was a brilliant idea. I was like, "Okay. I'm going to go beta test this." So, I contacted a whole bunch of people who had reached out to me, who I had free calls with, who were maybe I was communicating with through social media and said, "What do you think? Do you want to buy this for a couple hundred bucks? You'll be a beta tester. This is going to be more expensive in the long run. All I ask is that you use the product then tell me honestly what you think. And if you like it, then you offer me a testimonial."

Sam Vander Wielen: [00:13:20] I made them sign something that was saying that, you know, in exchange for this discounted price, they would give me feedback. It didn't have to be a positive testimonial if they didn't like it. I just wanted the feedback but I wanted something from them, you know, so that I can prove it. And in doing so, pretty much everybody came back and said, "I absolutely love this. This is so helpful. Everyone needs this. But the only way I would ever buy this is if it came with the templates, because it doesn't make sense for me just to get trainings. I need the contracts."

Sam Vander Wielen: [00:13:49] And there was just this aha moment where I was like, "Right. Of course, you need both. You need both." Just like how on the phone, I realized it wasn't just the templates that they needed. It also wasn't just the trainings. It was the marriage of both that really made the Ultimate Bundle as I had conceptualized it special and unique, and nobody had anything like it. There was nothing like it on the market.

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Sam Vander Wielen: [00:14:13] So, we were like - or I was like - there was nobody working for me at the time. I was like, "Okay. This is what I'm going to do, I'm going to go with just this one option," because I'm a big believer in really trimming down the options for people. I really think people shoot themselves in the foot when they offer lots of different variations and levels of things. And people get overwhelmed with decisions. And they will always take the road least complicated, the cheapest, the fastest, whatever.

Sam Vander Wielen: [00:14:42] So, I went forward with just the Ultimate Bundle, ten legal templates. At that time, I think it was 23 legal trainings. You got access to the Facebook Group, all that kind of stuff. And I started selling it right away. And it was, like, maybe one or two bundles a month. Then, like, two to four bundles a month. Then, like, five bundles a month was super consistent for a while. I remember \$10,000 was about the limit I could hit for bundle sales, plus I had my legal templates. And I was like, "Wow. This is incredible."

Sam Vander Wielen: [00:15:12] And then, five became ten, 20, 30, 40, blah, blah, blah, and it kept going and going and going over years, by the way. This took years, years and years, lots of trial and error. To the point now where it sells like hotcakes. It sells very consistently. It's my top seller. It has been now for years and years. And this product, I am very grateful and fortunate to tell you, has sold millions and millions and millions of dollars in product just for itself.

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Sam Vander Wielen: [00:15:38] So, it's an incredible product that's been built over a long period of time. It's been built with a lot of feedback involved. And that I have improved. So, it's not been a stagnant product for me. It's something that I am going back to now. My team is going into constantly and improving, adding more information, creating additional trainings, updating legal templates, all that kind of stuff.

Sam Vander Wielen: [00:16:00] So, I hope that walking you through that, like, little story of the Ultimate Bundle helps you to, first of all, see that these things take time. But, also, maybe even think about kind of the mindset that you take towards a product that you might be building or that you might be satisfied with at this very moment that it's something that should be evolving. And it's something that you're going to have to continue to tinker, and retest, and test again, and adjust, and walk back, test again.

Sam Vander Wielen: [00:16:30] But I think it's been like an obsession for me in a healthy way, in a way that you can have healthy obsessions, to just pour all of me as a business owner into this and making it the best experience possible. I have lots of podcast episodes where I share more with you about kind of my approach and the way that I treat customers and how much I think that helps in how I've approached the marketing for this product. How I beta tested it in way more detail. So, we'll link to all of those episodes for you below.

Sam Vander Wielen: [00:17:01] But I want to also dive in for you about what the Ultimate Bundle is right now. Because, first of all, it's on sale right now. But second, I know so many of you

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are interested in it, so many of you have questions. And you might say like, "I'm not so sure still if it's right for me, if I need it now, if I need all of what's in it." So, let's dive deep for a couple minutes into what is the Ultimate Bundle. What's this product that I just told you all about.

Sam Vander Wielen: [00:17:29] So, the Ultimate Bundle is my signature program that gives you the most essential legal templates, like contracts and website policies, for example, and trainings that you need to start build and scale your online business legally.

Sam Vander Wielen: [00:17:44] More informally, what I always like to tell people is that, the Ultimate Bundle, the way that I designed it and conceptualized it, was that, if you had known when you were in school that this was the kind of thing that you'd be doing for a career, this is the class that you should have taken. This is all the information that you wish you had in your back pocket as a business owner so that you knew exactly what you needed to do in any given scenario.

Sam Vander Wielen: [00:18:08] So, I created the Bundle as a way for you to have any question like, "Oh, my gosh. This client just skipped on her invoice again, what do I do?" You can go into the Bundle, there's a training on what to do if people don't pay you. And there's also information in the contract templates to try to make this problem go away or not happen as often.

Sam Vander Wielen: [00:18:30] So, I really wanted it to be that business BFF that was sitting next to you anytime you had a

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legal or some financial questions that you could just pop in there and get what you need. That's why the Ultimate Bundle is not a course. It's really more of an on demand. Like, a knowledge on top set of resources and legal templates. Anytime you want to learn about something, have a question or concern about something, or you don't know how to navigate something on the legal side or financial side of your business.

Sam Vander Wielen: [00:19:00] So, who then is the Ultimate Bundle really for? So, we literally have every single type of coach that you can think of. It's not only for coaches, I'll go into that in a sec. But we have business, health, fitness, mindset, career, life, love, money, self-care, there's probably many others. We have every kind of coach that you can imagine.

Sam Vander Wielen: [00:19:27] We also have lots and lots of service providers, like RDs, Facebook Ad strategists, NTPs. We have tons and tons of health pros who are trying to create a coaching business. We have nurses, and therapists, and doctors, and we have lawyers and CPAs who are then trying to create a coaching business side of their profession. We also have a lot of creative service providers, like web designers, copywriters, designers, social media strategists, that kind of stuff.

Sam Vander Wielen: [00:19:59] Now, not everybody is all online. We have a lot of customers who see clients online or they sell a course but they still see some people in person, so you can do both. But the Bundle is not that helpful at this current moment for you if you only sell physical products. So, if you sell mugs and t-shirts on Etsy, you sell art or something like that, I think it's incredible. I applaud you for being so talented. But

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at this very moment, we don't have a Bundle for that. If that's something you'd be interested in, make sure you send me a DM and let me know that you'd be interested in it because I want to talk to you.

Sam Vander Wielen: [00:20:35] It's also not super helpful for brick and mortar only people. So, if you own a bakery, please send me something you that bake, but, unfortunately, the Bundle is not for you. So, we can't help people who have just a brick and mortar business.

Sam Vander Wielen: [00:20:51] When is the Bundle right for you then? So, now, you've maybe said, "Okay. That sounds like I fall under the kind of person that this would be helpful for. This all sounds interesting. But when am I supposed to get this stuff in place?" So, we have people join the Ultimate Bundle at, literally, every stage of the business building journey, from the beginning to people who are already making seven figures in their business.

Sam Vander Wielen: [00:21:14] But I want to speak to you if you're a little earlier on in your business journey and you're like, "I don't think I need this yet." I want you to start thinking about the business that you're trying to build, not the one that you have this moment. Because you don't get legal protection for what you have this second. You get legal protection for the things that you're trying to build and to offer.

Sam Vander Wielen: [00:21:36] And I think if we're being honest, if we can just like, "Can we be honest? Can we be friends for a

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sec? We are friends, but can we talk like friends for a sec?" If we're being honest, a lot of what happens around this topic is that you are hedging your bets to see if the business turns out successfully or not. You're like, "If it's successful then I'll go and get my business registered or I'll get a legitimate contract. But until I know it's successful, I'm going to use a crappy contract. Or I'm going to roll the dice and go without any protection."

Sam Vander Wielen: [00:22:09] Two things are happening there. One is that if you have the mindset already that something may not work out, you're giving yourself an out. You're giving yourself a plan B. And whenever you have a plan B, you are not going to fully commit to plan A.

Sam Vander Wielen: [00:22:21] I really believe that because that was me when I was starting this business, this legal business. The, like, first six months to a year that I had this business, I was like, "Well, if this doesn't work out then I'll just go back to being a lawyer." And I kept all my lawyer clothes and I was keeping in touch with my contacts and all of that. I wasn't buying in. I wasn't jumping in. And I wasn't killing it. I wasn't doing amazing in the beginning.

Sam Vander Wielen: [00:22:47] And I remember I went to this conference and this coach had said to me, "You've got too much of plan B in your mind." You're giving so much energy and focus to plan B that you can't commit to plan A. And you're never going to pull this off if you keep saying that there's an out. If you have one foot out the door, you're never going to be all in.

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Sam Vander Wielen: [00:23:06] And I went home from that conference. I got rid of all my lawyer clothes. I stopped interacting going to this miserable lunch meetings that I didn't want to go to. And I was like, "I am going all in." I'm giving this an honest go.

Sam Vander Wielen: [00:23:20] So, I really do believe in this that if you keep saying like, "I'm going to wait to see if this thing works out," you're not jumping in.

Sam Vander Wielen: [00:23:28] The second thing that happens when you don't get legal protection early enough is that you will kind of stay in this circuitous pattern of like, "I can't put myself out there because I'm afraid that if people see me or hear me, I might get sued. I might say the wrong thing. Somebody might not pay me. I might accidentally do something wrong." And so, you don't put yourself out there. And you kind of keep your business small and hidden and quiet.

Sam Vander Wielen: [00:23:55] And then, because it's not being super successful, you're not making a ton of revenue or anything, you're like, "Well, I can't invest in legal yet because I don't have this stuff." So, do you see how that could continue, like, the lack of legal stuff could actually be making it worse for you. So, that's kind of my spiel on when you get legal protection.

Sam Vander Wielen: [00:24:14] I believe the earliest that you can do it, the better. That's great for you. It's also fine if you're like, "Wait a minute. I've been working with people now

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and I don't have this stuff." Well, it's better now than not. So, let's just get it done. I don't think there's much use in spending any time being like, "Why didn't I do this earlier?" So, let's just move forward. So, that's what I think about the when thing.

Sam Vander Wielen: [00:24:37] If you have any questions about whether or not this is a good time for you, shoot me a DM on Instagram, @samvanderwielen, or send me an email, sam@samvanderwielen.com. Let me know what concerns or questions you have. I am happy to help you and to go through that with you.

Sam Vander Wielen: [00:24:50] Let's now talk about what really is inside of the Ultimate Bundle. What is it, right? I don't know about you, but when I buy stuff, you know what they always say? Don't focus on features when marketing your product. I'm like, I am very interested in the features. I always want to know. But what is it? What do I get?

Sam Vander Wielen: [00:24:50] So, with the Ultimate Bundle, you get ten DIY legal templates from me. So, what that means is that you get ten of my essential contracts and website policies that are downloadable. They are fill in the blank. They're super easy for you to fill out. The only thing that you're filling out are your personal details, like your name, your business name, your address, stuff like that. You're not doing any legal writing. I've done all of that for you.

Sam Vander Wielen: [00:25:31] Here are the ten legal templates that you get inside of the Ultimate Bundle. The one-to-one

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client contract templates for all your client services. The course and membership contract template. The group program contract template. The website disclaimer template which goes on the bottom of your website, it protects you for liability for what you say and do on your site. The privacy policy template, which you're legally required to have on any website or if you run Facebook Ads. The terms and conditions website template.

Sam Vander Wielen: [00:26:02] Your affiliate contract template for you to run an affiliate program. A mini-disclaimer template, which goes on your freebies and handouts or even at the bottom of your post and captions. The independent contractor contract template, that's for either you to hire contractors in your business or if you're doing something in your business where you're acting as a contractor for someone else then you can use it for yourself. I actually wrote it in both ways. And last but not least, you get the testimonial release template, which is what you send to clients to make sure you can legally share their kind words about you.

Sam Vander Wielen: [00:26:35] So, those are the ten legal templates that you get. That is not the only thing that is included with the Ultimate Bundle. You also get support from me in two different ways. So, you get support from me in a private member's only Facebook Community, where you can post your questions but you can also post and ask things of the group, which a lot of people do everyday. You can also search the entire group for the archive of all the thousands of questions that have been asked already.

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Sam Vander Wielen: [00:27:00] You don't have to use Facebook though. So, if you don't use Facebook - I get this question a lot - you always still get support. So, inside of the course itself, we house the Ultimate Bundle inside of Kajabi. And inside Kajabi, you can actually leave comments directly on the trainings or the templates themselves, and I respond to you there as well.

Sam Vander Wielen: [00:27:19] You also get over 35 trainings that are broken into seven modules. They are meant to be on demand videos, like as you need them. They are not to be all digested in, like, one sitting. This is not a course. You're not even meant to necessarily watch them all if you don't need them all.

Sam Vander Wielen: [00:27:36] They're broken into seven modules though. So, the first module walks you through forming your business. It teaches you about LLCs, sole proprietorships, EIN numbers, how to get an LLC, how to act like an LLC if you already have one, which is, like, a crucial misstep that I see a lot of people make, all that kind of stuff.

Sam Vander Wielen: [00:27:55] Module 2 goes all into money and business insurance. So, I teach you about creating a business bank account. I teach you exactly what you need to do to set that up, what questions to ask, what to look for in an account. I teach you all about business insurance and exactly what questions to ask a business insurance agent. Everything related to money and business insurance is covered in that module.

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Sam Vander Wielen: [00:28:16] Module 3, I teach you about how to legally protect your website, how to legally build an email list, and how to legally carry yourself on social media, especially when it comes to things like scope of practice. So, we talk about what you're legally allowed to do as a coach, for example, or if you're a nurse who is trying to start a coaching business, or a lawyer who is trying to start a business, then you need to know what can I do to protect my license. All that kind of stuff, I go into all of it in that section.

Sam Vander Wielen: [00:28:47] Module number 4, I teach you all about contracts. So, I teach you how to send and sign contracts properly so that they're actually enforceable, which contracts to use. But this is also where I go into what to do if a client doesn't pay you; how can you work with minors; if you can, how do you get minors to sign contracts. All that is in Module 4.

Sam Vander Wielen: [00:29:05] Module 5 is all about working with clients. So, I go into the legal issues that come up most often in different client and customer scenarios, like one-to-one coaching, group programs, courses, memberships, stuff like that.

Sam Vander Wielen: [00:29:20] Module 6 teaches you all about copyrights and trademarks and how to legally protect your content. I also have a training on there of what to do if someone steals your content and what to do to make sure you don't accidentally become the copycat yourself.

Sam Vander Wielen: [00:29:34] Last but definitely not least, Module 7, which is the newest module that's been added to the Ultimate Bundle, is all about legally scaling your business. So,

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in this module, we talk about things that happen as your business grows. So, we talk about hiring, what's the difference between hiring an employee and an independent contractor, affiliate programs, things like S-Corps, when should you become one, what is an S-Corp, all that kind of stuff is all addressed in Module 7.

Sam Vander Wielen: [00:30:00] Also, though, included inside of the Ultimate Bundle portal in general are all of my favorite resources, like business and some personal resources. I also give you all of my professional recommendations for accountants and CPAs and business insurance agents and lawyers and all that kind of stuff.

Sam Vander Wielen: [00:30:16] I also include a lot of business trips throughout the trainings because I feel like my kind of signature style when it comes to teaching you about legally protecting your business is not just like, "Do this or don't do that." It's like, "Yeah. Do this to legally protect your course. But by the way, have you thought about marketing it in this way so you make more sales?" So, I talk a lot about the business side of things inside of those trainings.

Sam Vander Wielen: [00:30:42] Last but not least, you also get lifetime updates of the Ultimate Bundle. So, I keep it updated, and not only do I update the trainings, but I update the legal templates themselves, like the contracts. And you get all of those updates included for free. So, the way that it works is that if there's a change or if I discover an error or there's a new update in the law or something like this, I update the legal

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template and then I email everybody out and I let them know that there's been an update to that template.

Sam Vander Wielen: [00:31:10] You also get lifetime access. So, you don't have to worry about like, "Am I going to use this all right away?" Or, "I'm not ready yet." Because you get lifetime access, you can come back to the Ultimate Bundle as many times as you need. We don't cut you out. We don't even cut you out of the Facebook Group. I have people who have been in there for four years.

Sam Vander Wielen: [00:31:26] We also include some pop up events and add-ons. So, throughout the year - I mean, none of this is guaranteed - we have offered many different pop up events. I often include the Ultimate Bundle members in live events that I do. All of that is included for you when we do it.

Sam Vander Wielen: [00:31:43] And last but definitely not least, is that you also get the Monthly Ultimate Bundle Member Newsletter. So, every single month on the first Wednesday of every month, you get a newsletter from me with additional resources, tips. I let you know about any updates. Anything that's going on that you can join for free, I let you know about it all there.

Sam Vander Wielen: [00:32:03] So, to recap, the ten legal templates, the support from me, the over 35 video trainings on demand broken into the seven different modules that you don't have to watch all of them, the lifetime updates for free, the lifetime access for free, pop up events, and the monthly

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Ultimate Bundle member newsletter. So, there's so much inside the Ultimate Bundle.

Sam Vander Wielen: [00:32:27] The cool thing about getting the Ultimate Bundle during the sale is that you have access to a longer term payment plan that you will not have access to once the sale ends. So, it breaks it up over 12 payments over the course of the year so that you can access the Ultimate Bundle for starting as little as 197 today, followed by 11 additional monthly payments of that 197. So, that's available.

Sam Vander Wielen: [00:32:51] You can also save by paying upfront in full. You get an additional bonus. All that kind of stuff is available on the page that we'll share down below that has all the details about the Ultimate Bundle.

Sam Vander Wielen: [00:33:01] I know that some people have asked me questions recently, especially with the sale that we have going on. So, I wanted to go over those quickly. A lot of people ask like, "Do I still need to hire a lawyer if I buy the Bundle?" So, you don't have to hire a lawyer. I mean, a lot of people find that this is a great middle ground for what they need right now. I always think, just like in accounting, it's great to have a lawyer who you at least initiate a relationship with so that if you ever had an emergency or a question or you really needed legal advice, you could get that from them.

Sam Vander Wielen: [00:33:35] Because I can't give you legal advice because I am not your lawyer. Even if you buy the Ultimate Bundle, I am not your lawyer. So, I will not tell you, like, "Yes, do this" or "No, you can't do that" or "You should

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choose this option". I can't do that. I can educate you about the different options, but then you have to choose which one is best for you.

Sam Vander Wielen: [00:33:52] So, you don't have to hire a lawyer but you could. I do always say, it's great if you can have somebody review your contracts. I think that's awesome. It's just that I created this because a lot of people don't have that option. It's going to be a lot more affordable for you to have an attorney review contracts that you have prepared. And you bring it to them, have them quickly review it, and sign off on it versus having them create any kind of contract from scratch which would cost thousands and thousands of dollars.

Sam Vander Wielen: [00:34:21] A lot of people also ask me if they can have a sneak peak of what the Ultimate Bundle looks like inside. If you're like me and you're very visual, I just sometimes need to see stuff no matter how many times people explain it to me. So, I'll include a link below for a sneak peak of what the actual Bundle looks like inside of Kajabi so you can see exactly what it'll look like if you purchased.

Sam Vander Wielen: [00:34:40] A lot of people ask if there is a payment plan. Yes, there are actually two different payment plans, like I said. But the one payment plan, the most affordable is only available during this sale, so you'll want to take advantage of that.

Sam Vander Wielen: [00:34:53] You might also be wondering, like, how much time it's going to take you. So, I designed the legal templates for them to each be able to be completed in 15 minutes

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or less. So, again, let's remove the overwhelm. You only need to go in and get into the Bundle and do exactly what you need right now. And I actually have resources for you inside of the Bundle. I have like a roadmap for the success of the Ultimate Bundle. For you to, like, nail the success of the Ultimate Bundle.

Sam Vander Wielen: [00:35:19] And I teach you like, if you're here, if you're just starting and you haven't done X, Y, and Z, do this, this, and this. If you're here, do this, this, and this. So, I break that down for you right when you sign into the Ultimate Bundle so that I make it super simple.

Sam Vander Wielen: [00:35:32] My goal is not to overwhelm you. Not to be like, "Oh, you need a million things or you have to do a million things." You're busy. I get that. So, I want to make it really simple for you to get in there and say, "Okay. I can just knockout this stuff." So, it doesn't have to take you a ton of time.

Sam Vander Wielen: [00:35:48] Somebody asked, "If I don't have a client yet, should I wait until my business is bigger before I buy this?" So, no. I think we've already talked about this and there is no get out of jail for you card for not having a lot of clients and doing something wrong legally. Wrong is wrong, unfortunately. And the judge won't care that we're new to business.

Sam Vander Wielen: [00:36:06] But I also think that the cycle of waiting to get legal in place until you're bigger, but then not putting yourself out there because you're not legal is something

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I would give some thought to, and I definitely talked about that earlier in the episode.

Sam Vander Wielen: [00:36:21] I had somebody ask me if this was a course, again, if it was going to take a lot of time. No, it's not a course. Hopefully, you know by now it's really a pack of legal templates that you get additional trainings with that are on demand. So, as you have questions, you can hop in and you can do that.

Sam Vander Wielen: [00:36:35] So, I hope that this break down of the Ultimate Bundle was helpful for you. I'm so excited that we've got this sale going on right now. It ends so soon. So, we'll have all the details below in the description of this episode. Make sure you check it out. If you don't get my emails already, make sure you sign up for my emails below so that you can read more about the Ultimate Bundle.

Sam Vander Wielen: [00:36:35] And if you have any questions about what we've talked about today or the Bundle in general, the best thing for you to do is either send me a DM on Instagram, @samvanderwielen, or send me an email, sam@samvanderwielen.com, and I'm happy to help. I hope to see you then.

Sam Vander Wielen: [00:37:14] Thanks so much for listening to the On Your Terms podcast. Make sure to follow on Apple Podcasts, Spotify, or wherever you like to listen to podcasts. You can also check out all of our podcast episodes, show notes, links, and more at samvanderwielen.com/podcast.

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Sam Vander Wielen: [00:37:28] You can learn more about legally protecting your business and take my free legal workshop, Five Steps to Legally Protect and Grow Your Online Business, at samvanderwielen.com. And to stay connected and follow along, follow me on Instagram, @samvanderwielen, and send me a DM to say hi.