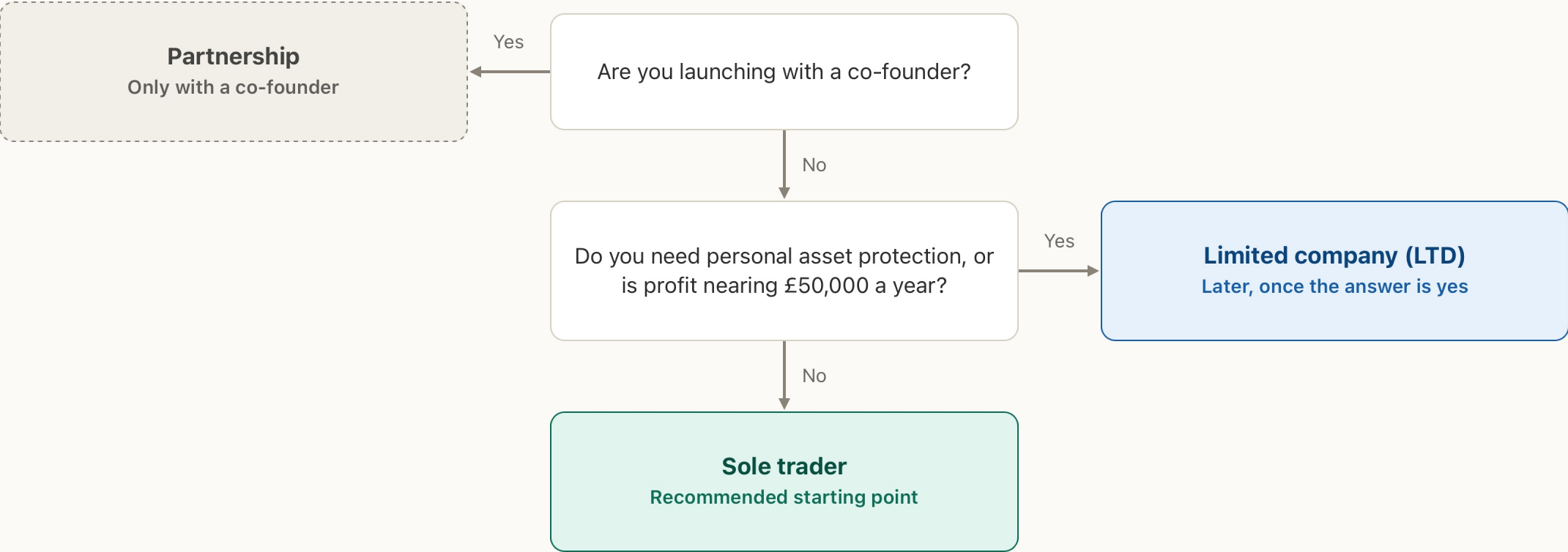


Legal structure decision chart

Content creation and personal branding business in the UK, using assumed answers

Assumed answers

Risk: a moderate amount, with few personal assets at stake. Budget: low setup cost and a small yearly admin bill.



Why a sole trader first

It is free to start, has the least paperwork and lets you keep all the profit. Content work carries little liability, so unlimited personal liability is a small risk while income is low.

What would change the answer

A co-founder, larger brand deals, hiring staff, or profit nearing £50,000 a year. The roadmap board lists these triggers in full.