

NINA L. KAUFMAN

“ASK THE BUSINESS LAWYER”

Most people think of attorneys as a “necessary evil” (emphasis on “evil”), fluent only in legalese. But Nina explodes these myths. Funny and approachable, yet practical and hard-hitting, she is adept at using compelling stories to teach the business and legal lessons every company owner and legal advisor needs to know. Both legal and non-professional audiences benefit from her tips and tools that they can immediately implement in their practices or businesses.

With skills honed from the stand-up comedy stage and fifteen years practicing corporate law, Nina Kaufman is the legal resource many turn to. Her topics range from forming healthy business partnerships and alliances, to managing privacy risks with social media, to accelerating business development through communication skills and networking. She has given seminars, workshops, teleclasses, and presentations to thousands of entrepreneurs and attorneys over the past 15 years.

Nina was recently invited to speak as the subject matter expert on the legal issues in social media at the recent BlogHer for Business and Women’s Congress annual conferences.

She has been featured in *The Wall Street Journal*, *Forbes.com*, *The New York Law Journal*, *SmallBusinessComputing.com*, the *American Bar Association Journal*, and *Entrepreneur* magazine. Nina has also appeared on Fox Channel 5’s *Good Day NY* program.

You can read Nina’s witty and wise advice in *Entrepreneur* magazine, where she authors the [Making It Legal](#) blog and [Business Law Advisor](#) column, as well as her *LexAppeal* weekly ezine and [AskTheBusinessLawyerBlog.com](#). She has also contributed articles on a wide range of legal topics to publications including *Enterprising Woman*, *WomenandBiz.com*, the *New York Enterprise Report*, and the ABA’s *GP/Solo Magazine*.

Nina graduated with degrees from Wellesley College (B.A., *cum laude*), the London School of Economics (M.A.), and Boston University (J.D.).



“Your program was GREAT - I can't believe how much I learned!!!”

-Rikke V. Landi
Ugly Duckli, LLC
www.uglyduckli.com

“Kaufman has the ability to connect; she is animated, has the skill to hold the audience's attention and is clear in her message delivery. I like her style.”

-Jerry Wolf, CIMA@
Senior Vice President –
Investments
Oppenheimer & Co. Inc.

“Nina Kaufman is an excellent speaker who delivers high impact messages with entertaining wit, useful takeaways, and an original point of view.”

-Mike Landrum
Executive Speakers Coach.

“Engaging, smart, funny, and extremely professional, Nina Kaufman is a gifted speaker. I would highly recommend her to any business group needing to hear her message.”

-Roger Aguinaldo, Publisher
The M&A Advisor
www.maadvisor.com

“I was very impressed with the information Nina presented. She was clear, polished and professional in her delivery. She gave concrete suggestions that I was able to apply in my business. Nina is easy to listen to and has a great sense of humor-a plus for any speaker.”

-Karol Ward, LCSW
Author: *Find Your Inner Voice:
Using Instinct and Intuition
through the Body-Mind
Connection*
www.karolward.com

ATTORNEYS CAN LEARN THE VALUE OF KEEN BUSINESS SENSE

Did you know...

- **The median salary of attorneys is just under \$60,000?**
- **55% of Americans believe lawyers charge too much?**
- **Tuition growth at law schools has almost tripled the rate of inflation over the past 20 years?**



NINA L. KAUFMAN'S FAVORITE KEYNOTE TOPICS

Other Topics Available:

"How Attorneys Can Harness the P.O.W.E.R. of Networking"

"Top Comedy Tips for Confident Presentations"

"Creating Powerful Corporate/Legal Teams with a 'Code of Success'"

"Negotiating Skills: Are You Striking the Best Deal?"

"Your Business Blueprint: How to Start and Build Your Law Practice with a Guerilla Mindset for Success"

Nina can tailor all speeches for keynote, full-day, half-day, and workshop settings.

"There are few in public speaking that have the intangible 'stage presence' that elevates the excellent public speaker to the level of superb public speaker. Nina Kaufman has this magic. Having evaluated public speakers, as a toastmaster and featured speaker at numerous business and political events for over 35 years, I find few who can make complicated issues simple and fun to follow. Fast paced, spiced with humor, and always a learning experience, it's a privilege to hear a Nina Kaufman presentation."

-Raymond Frier
Constantinople & Vallone Consulting LLC

Keep 'em Awake!: Putting Your Best Foot Forward in All Situations

Most attorneys are trained to *dispense* copious amounts of data, but not to interpret or present it so that the recipient gets the maximum benefit from it. Public speaking impacts all facets of a lawyer's career, such as the ability to generate business, work with clients, be effective as an attorney-advocate, climb the partnership track, and develop into a person of influence. You'll learn:

- The **obstacles** that attorneys face in speaking and presenting both to lay and lawyer audiences
- Ways in which the failure to be a dynamic speaker **impedes career growth** (with humorous story-examples)
- **Five easy steps** to developing a charismatic speaking style
- How effective public speaking helps lawyers **realize their full** professional (and personal) potential – and become a catalyst for **generating revenue**

Let it Rain: Top Tips to Boost Your Business

You can be the most brilliant attorney in town, but if no one's knocking on your door, you have a problem. This program looks at proven methods used with attorneys and entrepreneurs in successful online business development. You will learn key points you can immediately put into practice including:

- How to be seen in the **right places by the right people**
- Why online tactics can **shave years off** your learning curve while fueling your business growth
- How lawyers can **benefit** from using social media as a marketing vehicle
- Legal **challenges** that blogs present
- How to market yourself online **without getting ensnared** in attorney ethics rules

How to Train Your Clients to Pay You

Yes, it is possible to get out of the collection business and stop diverting your time and energy chasing overdue bills. Clients respond to consistency. For the most part, they want clear "rules of the road" and this program will show you just what they are. Among other things, you'll learn:

- The 7 categories of **clients to avoid**
- How to **be clear** about what services or products you provide to your clients
- What to do when clients want to negotiate pricing, terms or other expectations
- What to do when it's time to **take action** with delinquents

CONTACT NINA L. KAUFMAN, ESQ.



Ask the
Business Lawyer

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