

# NINA L. KAUFMAN

## “ASK THE BUSINESS LAWYER”

Most people think of attorneys as a “necessary evil” (emphasis on “evil”), fluent only in legalese. Nina Kaufman, Esq., explodes these myths. Funny and engaging, yet practical and hard-hitting, she is adept at using compelling stories to teach the legal lessons every business owner needs to know. Every talk is rich with tips and tools that listeners can immediately implement with ease. Her approach helps entrepreneurs proactively prevent costly legal disasters, protect their bottom line, and save money.

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* online, *Forbes.com*, *The New York Law Journal*, *SmallBusinessComputing.com*, *PINK* magazine, 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 [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](http://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,  
Speechwriter, Speaker  
[www.coachmike.com](http://www.coachmike.com)

“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](http://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](http://www.karolward.com)

## AVOID THE LEGAL PITFALLS OF OWNING A SMALL BUSINESS

*Did you know...*

- **60-70% of business partnerships fail within the first five years?**
- **Annually, Americans spend more than \$150 billion in legal fees?**
- **Since 1930, litigation costs have grown four times faster than the overall economy?**



## NINA L. KAUFMAN'S FAVORITE KEYNOTE TOPICS

### Other Topics Available:

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

"Top Comedy Tips for Confident Presentations"

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

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

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

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

"Nina Kaufman is one of the most effective speakers I've seen over the past 10 years. She brings valuable information in an exciting, entertaining way that captures and keeps an audience's attention. As a member of the National Speakers Association and Toastmasters International I've seen very few people who can bring the whole package to the podium the way Nina can. I'd hire her in a NY minute."

-Don Nelson  
D Nelson Consulting  
212.460.8910

## How to Choose a Business Partner Who Won't [BLEEP] You

Whether you have them now or want some, the co-owners of your company become an integral part of your business success. Business owner agreements – a/k/a business "prenups" – are a smart strategy for ensuring that you and your partners see eye-to-eye on the important questions to ask yourselves, including:

- Does taking on other business owners really help me **reach my goals**?
- What are our **contribution expectations** for each other in terms of time, work, expertise, and money?
- How will we share **profits, losses, and control** of the business?
- How can we **go our separate ways** easily, and with a minimum of fuss, should the relationship not work out?

## The Perks and Pitfalls of Blogging for Business

Social media is a huge equalizer, enabling smaller companies to become known as experts in their fields quickly. But there are traps for the unwary. This goes hand-in-hand with developing a keen marketing strategy for making sure that they get seen in the right places by the right people.

- What is **social media** and why does it matter?
- How companies can **benefit** from using social media as a marketing vehicle
- Legal **challenges** that blogs present
- How to set up a blogging campaign **without getting ensnared** in legal problems

## Snow White and the Seven Strategic Alliance Partners

Snow White ran a harmonious, well-functioning household with the seven dwarfs, each person understanding their role and happily fulfilling it. A strategic alliance also involves multiple people playing multiple roles to fulfill their business goals. Learn what makes alliances function smoothly by understanding the impact of:

- The **form** your alliance takes (and the options you have)
- The **function** that each alliance member will perform to reach their mutual goals
- The **flow of finances** from customers to alliance members
- **Fights**, and how to resolve them, when they arise among the alliance members

## 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. Customers 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  
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