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## Building Stories into Powerful Presentations Bofta Yimam

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**Pat:** This is Pat Iyer with Legal Nurse Podcast and today you'll have the treat of hearing a dynamic speaker who is both an executive coach, and a Washington, D.C. based national correspondent. She is an award-winner of the Emmy and Murrow awards, and I met her when we were at the MAPCON, which is the Mid-Atlantic Podcast Conference. She gave a talk about presentation skills and speaking skills. And I thought it would be great to have her on the show talking with us today about how we can connect with our client base, our attorney client base, with our speaking skills.

Welcome to the show. I'm speaking today with Bofta Yimam. Bofta, welcome to the show.

**Bofta:** Patricia, thank you so much. Thank you so much, I appreciate it. Pronounced Bofta though. I'm going to do a quick check there, Bofta Yimam.

**Pat:** All right.

**Bofta:** That's okay. It happens all the time.

**Pat:** It probably does. I would imagine that you don't encounter too many people who have heard your name before, so that's a bit of a challenge.

**Bofta:** Yeah, and you know I've had different anchors around the country when they toss to me, they have sometimes a little bit difficulty saying my name. So, look, it happens everywhere, no sweat, no sweat at all.

**Pat:** You should see what people do with the spelling of my last name of Iyer. It has been spelled multiple ways, but there's only one right way to spell it.

**Bofta:** I hear you. I hear you.

**Pat:** As we were talking a little bit before we turned on the recording, as legal nurse consultants we are really prized for our verbal communication skills. We interact with trial attorneys who put a lot of attention on how to tell the story of what happened. We focus on our communication skills when we present to attorneys at conferences. So, I thought we would start with talking a little bit about structuring stories. We use those when we're marketing, when we are sharing our expertise, when we're trying to convince an attorney to trust us with a case. Give us a little sense, if you would, about how you can effectively tell a story within the context of a presentation?

**Bofta:** So right, there's a bit to unpack there, right. So, when we talk about presentations and stories, we want to know certain things to begin with.

Who are we talking to?

Why is it important to them?

What value am I trying to share with them?

So, we want to know a few of those. The more you know the background, the better. So, when I speak at events, I typically have talked to the event organizer quite a bit about who this audience is.

- What do they really want to know?
- What are they missing?
- What are the gaps?

So, I ask a lot of questions. The power of questions is helpful. Now your audience may, of course, know who they're speaking to, I hope, by the time they're doing any type of presenting. So, with that said, one of the things to keep in mind is that most people are too vague when talking about something the mistakes folks make. They're too vague in their story. And what I mean by that, is they're not wrapping it around a character. They're not wrapping it around a human, so it misses this emotional arc of connection.

If I tell you that there's a problem in the industry... Let's just play for a second if you would, Patricia. This is just for a roleplay example and we didn't even talk about it before. But if we were just talking about an issue that's happening, what would be an example of an issue that

you see that's recurring, something that a nurse would want to be bringing up?

**Pat:** One immediately hits me right off the bat is that sometimes nurses will be looking at medical records and they will determine that someone changed the medical records after the fact, after there was an incident and somebody was injured. The nurse's ability to recognize the fine details of what's different or the discrepancies can make a huge difference because then that becomes tampering with medical records. And as you know, Bofta, from being involved in the news, there's lots of people who go in and make changes when they feel guilty about something that has happened.

**Bofta:** Certainly. Okay, thanks for sharing that example. And I work well with examples because I think this is how people learn versus me just giving kind of facts and figures here, right? So, we learn by examples and the same thing when we're speaking to attorneys or we're speaking to our audiences.

So, one thing you mentioned to me is that the result was that somebody got injured. So, what I would suggest is let's just say that person's name is Tony. So, I would now be wrapping a story around Tony. So, Tony came to us, or came to this hospital, because of XYZ, right, because of whatever that reason was. And I would walk them through what Tony's journey was like.

And then after walking them through... I would walk them through, you know "Here's what happened, he ended up with this, this, and this. But you know what, it could've all been avoided." And then I would hint as to how and I would be teaching that attorney or that audience how it could have been avoided if the medical records... If I'm following you right, Patricia, it's all because of the medical records here. So, if the medical records had been accurately put in the system at the beginning.

Again, this is an example I'm coming up with off the fly. What I would recommend that somebody think about, okay, this... the result is this person got injured because of malpractice, right, so all of that is malpractice. So, I'd be talking about that person's journey, what Tony had to go through and how many surgeries and what it was like. And

then tell them that this could have been avoided had X, Y and Z not occurred on January 9, 2019.

**Pat:** Are you sure you're not a nurse, Bofta? That was good.

**Bofta:** Well, and here's the thing. Thank you. Here's the thing, you can be telling stories all the time, right, as nurses. Attorneys tell stories to a panel of the folks who are in the room. The witnesses tell stories, right. People are telling stories all the time.

But when you're trying to get someone particularly to understand the depths of the consequences (again, I'm not in your field, so I'm going off of what we just loosely are talking about here) we have to think about who is this really hurting and why does our industry care about that and what can we do to change that and painting that within the story. And there are a couple of phrases that I want to share with your audience, so how do we paint that?

So, once you've talked about Tony, who I made up that name, and the injury that they went through because of that malpractice that happened maybe months or years before, who knows how long, we want a transition sentence, Patricia. And what I mean by that is you want to tell them what happened with Tony, but then at some point you need to bring it back home. And you can say things like, "Here's the bottom line" and "Here's what I want you to know." And what else, "And here's what his wife said to him, "This could've all been avoided" and that's what I want to tell you today. His wife knew what our industry is discovering or has realized."

See, so you have to put in some type of transition at some point, otherwise you're just going on and on and on about Tony and the injury and we need to bring it back home to, "Okay, and here's what you can do now."

Does that make sense, Patricia?

**Pat:** Mm-hmm.

**Bofta:** So those phrases are important anytime you're speaking to bring it back home. And you'll see it also... Here's a tip for anyone out there. If you've got emails from someone, meaning you've signed up for a service or a freebie or whatever it might be, if you get those emails

and you're reading the emails like copywriting, you're reading those, you're going to notice that at some point a good copywriter is going to have a transition sentence to bring you back home to why you're reading this.

Maybe it's because you want more information. Maybe there's a sale going on. Maybe there's another story involved. But you'll notice that they must at some point, a good copywriter will bring a transition if they're telling stories inside of their emails. So, just something to... which is something I do. And it's something you want to pay attention to because these are all tips that your nurses can pick up on.

**Pat:** And sometimes we're telling stories within the context of a presentation. I was just talking to a woman not 30 minutes ago who said, "I have a chance to speak at Sloan Kettering to a group of clinicians and I am scared to death." And I gave her some resources and some tips to help deal with that fear but bring us to that conference room where we've got presentation anxiety. The trembling, the butterflies in the stomach feeling, which is incidentally both a funny expression because I realize that butterflies in your stomach is an American expression and somebody from another country, they literally puzzle over how did the butterflies get in the stomach and are they still alive?

**Bofta:** I love it. You got to love language. You know, you got to love language.

## **PAM INSERT COVER IMAGE OF PRESENTATION TO ATTORNEYS CHECKLIST**

Before we continue, listen up.

### **This is what I suspect is true:**

- You want to present your expertise so effectively that attorneys will line up to speak to you after your talk.
- You know that there is a lot to master in order to effectively give a talk.
- You need to feel prepared and confident when you stand in front of your attorney audience.

How can you stand up in front of attorneys feeling confident and prepared? How can you eliminate that nagging worry that you've overlooked an important detail?

I have a brand-new free checklist to share with you. It is called *Presentation to Attorneys Checklist*. It will take you through the before, during and after phases of giving a talk to attorneys so that you are ready to make the most of this opportunity to share your knowledge – and gain clients. Request this checklist at the show notes for *this podcast* on [podcast.legalnursebusiness.com](http://podcast.legalnursebusiness.com). Now let's return to the show.

**Pat:** Tell us a little bit about that preparation part.

**Bofta:** You know everyone says prepare, but I think what is missing in that is how much to prepare. And so, there is a self-awareness piece that comes to it. Look, great speakers who are oftentimes called upon to speak and you know doing it sometimes what seems like on the whim, but guess what, they've been preparing for it.

So, great speakers are practicing their speech or presentation more than 60 or 70 times. That's why they're flawless on stage because even if they forget something, it doesn't mess them up. So, the amount of preparation. . .

Some people will tell me, especially when I start working with them, they'll say, "You know I prepared. You know I practiced it a few times." Well, no wonder because this is now a 30-minute presentation and so how are you practicing it?

Are you practicing it with the full piece of paper or are you practicing it with note cards with a few bullet points because you've got it down so well?

And these are the questions people should be asking themselves.

Are you taping yourself? Everyone now has seemingly an iPhone or some type of phone to record themselves, an Android. Prop your phone up, record yourself. You want to see how good you are, record yourself. That will also give you an indication of areas that you need help with, in terms of delivery. Record yourself with a note card, with your bullet points. Record yourself without it once you have practiced it enough and you have it memorized.

I think with a PowerPoint, this is also something that a lot of people think. "Well, I have the PowerPoints. I'll be okay," but that's a myth because the PowerPoint... Somebody who uses a good PowerPoint, the PowerPoint should just have a few illustrations, maybe a couple of photos of before and after, a big number, a big stat on the screen. You don't want it to have all these words all the time. The audience will be staring at the PowerPoint and not you. You are the leader of the room, so take that seriously. If you are preparing with a PowerPoint, you should still be practicing it over-and-over again.

I recommend having a clicker. Don't be the person who must like have a mouse next to you going through it. Have a clicker and show up ready. That's going to help reduce the anxiety and the nerves. You are going over this and over this all the time. Take cooking, for example. You're thinking a little bit about your talk, you know thinking about ways you could prepare. You really must ingrain yourself; you know maybe practicing a paragraph while you're doing these things in your kitchen, right. So, it just becomes something that you're practicing frequently without it just being so structured.

And so those are some of the questions that I would recommend people ask themselves and to be just honest with yourselves. The other thing is, is when you are creating your talk, you do want detail, but you don't want too much. Because you're going to lose the audience and you must bring it back to them and why they care. That's why some of those transition sentences can help you as you're structuring and that's what I help my clients with. You know how you structure it so that it's compelling, weaves in your expertise. Your credibility tells the story, but also provides tremendous value to your audience. And that's what you want to eventually do, right, is be able to get to that point where you know in confidence that your talk rocks, right, that it rocks.

And so those are some of the things - to really consider is the level of preparation. Taping yourself, filming yourself, asking potentially a coach or trusted friend to maybe sit there and watch you go through your presentation. Thinking about some props you can use. What are some prompts you can use? Something small, but something that carries the message. You know if you have a prop, that will help you tell the story.

**Pat:** I had an opportunity to give a speech last weekend in which I wrote out my script and had my speaking coach go through it with me. I read it over on the plane several times the night before the morning of. I felt really prepared and then when I walked in the room, I realized there was no laptop computer. I thought that one was going to be available. I ran up to my room and got my computer. The HDMI port on my computer was incompatible with the projector because it was older. So, the conference planner helped me with getting a little adapter and it unnerved me. And I stood out in the hallway and I took some deep breaths and walked into the room with a sense of, "You're going to do the best you can." Because my brain was frantically thinking, "I brought my copies of my slides, printed six per page. I could have done it without the projector, but it wouldn't have been as valuable to the audience."

And then I was still in a little bit in that nerve-jangled stage. I had a glass of water next to my laptop and I made a sweeping gesture with my hand and luckily the water went straightforward, almost hit one of the participants who was sitting on the other side of the table. And I made a joke of it. First, I had engaged him as an example in my dialogue about the difference between self-publishing and a traditional publisher. And I played with him a little bit and said, "The traditional publisher is going to ask you for \$5,000 to buy your own books and you're going to say," and he looked at me and he said, "I'm going to say 'no thank you, I have to think about it.'"

So, after I almost knocked the water onto him, I said, "First I asked him for \$5,000 and then I hit him with freezing water", and he laughed. He was a good sport about it because he knew, and I knew that he didn't get wet. But it was my way of dealing with it. I got to be spontaneous and I've got to get back on track and acknowledge what just happened and then move on.

**Bofta:** I know you've spoken quite a bit and there are people out there who would have been completely unnerved by that and not really been able to really come through it, right, and pull it all the way through. One of the things that you mentioned that you did that I think that the audience will also appreciate if they implement this is to take those deep breaths before you go out on stage or get out of your car. Like oftentimes as a speaker, as soon as you walk in the room, you're bombarded or you're doing hellos and shaking hands.

So, I always say if you're in the car beforehand, take those deep breaths. And it's... I call it the 777. So, it's breathing in through your nose, counting to seven and breathing in through your nose, holding it for seven, holding your breath for seven and then letting it out for seven seconds. And just counting that one, two, and now three and do it like that. And when you do that, Patricia, you're just slowing yourself down. You're becoming more present. And if you do that a few times, three to five times, that 777 and go through that, what I just talked about, that will help reduce some of the nerves.

We're often taught just like breathe in and breathe out, but just holding the breath and then letting it all out so your body can relax is helpful. Getting to the room at least an hour, an hour and a half before, especially if you're not staying at the hotel the night before, that can help reduce some of the nerves too.

I've been in your exact situation before. I've had the HDMI not work. I've really been and it's so funny- in the summer I was in that position. So, I know exactly what you were going through probably in that moment because I also thought, "Is this going to be as good if I don't have those?" So, I've become this backup like how to prepare things just in case, right. You always have those prepared things.

Another thing that I want to mention that will help reduce the nerves for some of your audience members is to take a light walk. Not heavy exercise, but a light walk in the morning of that presentation day even if you must get up earlier. And what that does is just going to relax some of your muscles. Just give yourself a little bit of time to you know be grateful for the moment that you're going to do your best. Not heavy exercise because you don't want to be exhausted when you speak because speaking takes energy. But just a light walk, eating protein. Not really you know heavy foods, eating protein.

The other thing you want to be careful of is your vocal cords. You know your voice is a tool, so your voice box, right. So, you want to be careful that the night before you're not staying up too late, that you're not going out. All those things are important for you to maintain your energy. Energy is so important as a speaker. And so, you want to keep some of those things as you're preparing for the big day in mind.

Another real, real fantastic nugget that I also do is I ask the event organizer, after I'm booked with them, if they could to send me a photo of the room I'll be speaking in or the hotel information because sometimes the hotel will put the room up on their website. Just so that I can see the room. And what that does is now I can help reduce my nerves by visualizing myself on that stage as I'm practicing in my home. So, using visualization as a powerful tool.

Does that make sense, Patricia?

**Pat:** Yeah and that's an interesting tip that I've never heard before.

**Bofta:** So, I highly recommend that if you can get your hands on a photo. Usually event organizers are happy to do so. Just tell them you want to look at the room that you'll be speaking in and you would love to get a look at the stage. And that... And visualization we know is powerful in our desires and what we want in our vision maps, so why would speaking be any different. And when you can visualize yourself in front of the room, you also become empowered because you're like, "Hey, I'm excited. I'm about to do this." So, those are all some great tips to help people and the same tips that I share with my clients and many more on how to prepare for that presentation day.

A lot of people say, "I want to be a speaker. I want to share my value, my journey, my mission, my message," but not everyone wants to do all of the work involved. And there is work involved as you just talked about your experience. You know, that's work involved to be prepared to bring extra packets, have something upstairs so you could run and grab your laptop, right. There's an energy and a time commitment involved when you are deciding, or you've been put in a position to be in front of the room.

**Pat:** And I did bring my prop in which was a copy of my newest book, which has *52 Writing Tips*. I had a copy that somebody had purchased, and when I knocked that glass of water over it ran along the edge of my book. So, I was discreetly shaking water off it before I held it up. I was talking about how authors like to smell their books and I brought that book in with me so I could hold it up to my face and smell it while I'm shaking the water off of it at the same time.

**Bofta:** I love it. It's hilarious, but you made the best of the moment which is something that people grow to be able to do. You know it's not your first talk, I know that. So, you know this is something that you've probably become used to dealing with and adapting to, right. So, the more people speak, the better you will get at it but there are tips and coaching that can help you. Just as you said, you have a speech coach, somebody who's looking over your stories and looking over your craft.

It's so important. It's transformative too because you have somebody really encouraging you, that you're on the right track or you need to tweak this or whatever it might be because a lot of this has to do with confidence. A lot, a lot.

**Pat:** Mm-hmm.

**Bofta:** Yeah, and when I start working with people, that's exactly the first step in the process is diving into confidence and mindset because speakers are consistently working on that. You must reframe things sometimes. You must move past roadblocks and if you're speaking in front of a room, you've got to be able to do that quickly sometimes.

**Pat:** What do you do when you have that roadblock in the room, in the form of a person who wants to dominate the time available by raising a hand and it's perhaps you're expecting a question but it becomes a statement or it becomes an argument? How do you handle that as a speaker?

**Bofta:** So, it depends also when you're taking questions. Are you taking questions throughout? Are you taking questions more so at the end? But either way, here's how I would frame that. If somebody is dominating as you said or becoming a little too talkative, so you can say, "You know, I'd love to go into more detail with you about this topic, but I want to make sure that we also stay on track and stay focused on the material X, Y and Z," whatever the material is, right. So, you bring it back to you for the group's sake. "I definitely want to stay focused on some of the material that they're eager to hear, so I want to certainly hear what you have to say more. Let's have a talk if you're around after. Would that be okay or sound good?"

You could even not even ask the question if you think they going to push back. You could just take command as a speaker. You just take command and you put it in the context of also, "Hey, thanks so much for sharing that and your insight. I have a few thoughts on that, and I'd love to share it with you after. I want to definitely stay focused because I know we're on limited time and I want to respect the people who showed up for this." You can say it like that. That's probably even better.

So, t's putting it into focus that you are the speaker, you're in front of the room and you've got material that you want to get through for the sake of everyone else in the room. And I always say...

**Pat:** And I think the room appreciates that.

**Bofta:** And the room appreciates that, exactly because they don't want... They probably were getting a little sick of the dominating aspects because they want to get in a question maybe with you too. But when in doubt, I always say lead with the positive. So, "Hey Jane. Hey Patricia. Hey Samantha. Thanks so much for sharing that, I'd love to speak with you more about this. If you're around after we can jam on it because I love talking about this. I want to respect the people in the room who showed up for this content. I've got a lot to get through. So great points, we're going to just keep it moving." Boom!

And guess what? You're in front of the room, take ownership of that. That takes some confidence, but you can do it. Anyone listening, I'm telling you, you can do it. It takes some confidence work, but you can do it.

**Pat:** And I also wonder what your thoughts are in terms of ending the program because I've heard two different philosophies. One is that you end with a flourish and then you move into Q&A. And another approach is you end, but you don't complete your last flourish. You add opportunities for people to ask questions and then you bring them back and end with your flourish. Do you have a philosophy as to which approach you like to use?

**Bofta:** So, I always tell people it depends on the situation, right.

- Are these people in the room pretending to clients?

- Are they people who are signing up for something you offer?
- Are you trying to move them into buying your book?
- Are you just trying to get them on your email list?
- What are you trying to do with this group?
- Are you trying to educate them through a freebie?

So, it depends. It's not like a one size, you must do this. But what I will say is offering value at the end is never something that I would steer away from. I always give value at the end too. And whether it's giving away a freebie, a way for them to connect with me. Look how we connected Patricia, you know, you joined my email list I think and then we met at a conference. You joined my email list, now I'm on your podcast, right, so there's not a one-way thing. It just depends on what you do. And because I wear a few hats, I'm a speaker, I'm a coach, I also work as a correspondent. I can do a few of these different dances, right. And so, for me, I'm just about connections, you know just connecting with people, providing value. And I believe that the universe awards that, and the universe if you put in the work will open opportunities you.

So, that's kind of my side. You know I wanted to mention that, but that's kind of my side philosophy for anyone who's interested in how I think and my mindset. But that's just how I think. So, when we say what should we do to close a talk, I always am asking a client,

- "What are you looking for?"
- "What is it that you're trying to gain?"
- "Why did you pick me to speak to this conference and to this room full of folks?"
- "Are they your target audience?"
- "Okay, so would you like to offer them a complimentary exploratory session?"
- "What is it that you're offering them that links back to some of your goals?"

So, anyone... and I don't know exactly with your audience what that might be. It sounds like they're you know legal nurse consultants, so they may be wanting to have some of these attorneys work with them. Is that accurate?

**Pat:** Yes.

**Bofta:** Okay, so they could do one of two things. They could offer a freebie with more information about something that the attorney would be interested in like, "My five ways that I help, boom, boom, boom," right, or seven ways or 10 ways. So, coming up with some type of item that they can get.

Another thing is you can structure your talks that you give let's say four of your points and say the fifth point in how to X, Y and Z, you could give that to them at the end if they sign up for your email list. And you offer it to them as soon as they sign up for the email list, they get the fifth point of how to whatever the talk was about. So, you promised five ways and they're going to get the fifth when they sign up for the email list. You can do it that way too.

You can offer a sign up for a complimentary exploratory session on how to help your boom, boom, boom. But always focus on this, if you're going to offer something, focus on the results. So, focus on the result. So, if they sign up for that, what is the result? "This is going to help you boom, so you can boom, boom, boom, right." So, I say boom as you know, you guys insert what it is. So, keeping that in mind is important you know so that they understand that they're not just signing up for another email list, but they're getting value out of it. They're getting value out of it. So that's really, Patricia, powerful because a few people turn down value.

Another thing that they can do is they can give away their PowerPoints in an email. We've seen that done. So, you can say to people, "Hey, look this presentation wrapped up pretty quickly. I'm so glad to provide this content to you, boom, boom, boom." You keep talking to them and you can say, "Hey, if you're interested in getting this entire PowerPoint presentation at your fingertips, I'm happy to provide it to you. Here's the best way to get in contact with me."

**Pat:** Speaking of the best way to get into contact with you, Bofta, we need to conclude this program by asking you to share how our listeners can contact you if they're interested in more information about what you offer.

**Bofta:** Thank you Patricia and thank you everyone who's even listening to this because I appreciate your time. And I hope that it proved valuable to you and gave you some things to think about and implement as you are looking to speak more and share stories and really, really rock the front of the room. As I was just mentioning that I've put into practice what I teach. The best way to get in contact with me is also to get something that I find is incredibly useful for people who I speak to all around the country. It's my free *14 Strategic Ways to Land Speaking Engagements*. If you implement these steps, you can speak on stages within weeks.

It's my *14 Free Strategic Ways to Land Speaking Engagements* and you get that right into your inbox. Just text "Story2019" no spaces to 555888 (555888, Story2019 no spaces). Plug that in and in your text just shoot out a text Story2019 and what will happen next is you'll just put in your email, press enter, and you'll get it right in your inbox and then we're connected. And, here's the other thing I always say is the benefit of signing up for my emails. You're going to see how I write my emails and it's very similar to how I talk and that's something everyone should be doing in practice. When you are speaking in front of the room, you really want to... When you are writing the stories and structuring things, write it as you would talk to your mom. Don't get too deep into nitty gritty jargon and so forth.

So, that's something to keep in mind for a lot of people is that my emails are also helpful on how you maybe want to structure your emails. You want to start thinking about stories you can implement, how you're sharing a little bit of your personal journey, which I do as well as you start. And sign up for these emails... for my email list, which will happen as soon as you sign up for the freebie of my free *14 Strategic Ways to Land Speaking Engagements*, which will help you get more opportunities to be in front of the room. You're also going to get the benefit of my emails and see how you can implement stories in all kinds of things that you do.

**Pat:** That's a fabulous resource and I will be signing up for that as soon as we get off this call, Bofta.

**Bofta:** Awesome. I'd love to have you, Patricia.

**Pat:** Well, this has been Bofta Yimam and Pat Iyer talking about the techniques that help you command the room, give you more confidence when you speak, handle those unexpected occurrences that can easily derail your confidence if you're not able to think on your feet and to use your storytelling capacity to capture the attention of attorneys. I appreciate you, the listener, paying attention to this program and look forward to bringing you another great speaker next week.

Be sure to get your free **Presentation to Attorneys Checklist** at the show notes for this podcast at [podcast.legalnursebusiness.com](http://podcast.legalnursebusiness.com) or request it when you sign up for our free app at [legalnursebusiness.com/bizedu](http://legalnursebusiness.com/bizedu).

Do you have lots of questions about being a legal nurse consultant? Are you wondering how to get clients, grow and manage a business, and dig into medical records? Do you feel a bit lost?

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