



ENGAGING PRESENTATIONS FOR ATTORNEYS



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Engaging Presentations for Attorneys

Engaging Presentations

Legal nurse consultants possess knowledge of medical issues that assist attorneys in handling their cases which involve medical details. You have a unique opportunity, as a professional with experience in teaching laypeople, to provide information to attorneys. Your information may be presented in a classroom, during a webinar, in an attorney's conference room, or elsewhere. This report focuses on the secrets of effective presentations. I encourage you to do more reading and studying about presentation techniques. Since 1979, I have been making presentations to groups of nurses, doctors, paralegals and attorneys. This is a vast subject and I can only give you some basic information in this chapter.

You have an opportunity whenever you interact with clients – over the phone, in person, or through a teleseminar or webinar, to come across as being confident. You display your competence and confidence in what you say as well as how you say it. You want to project relaxed self-assurance. You want your audience to pay attention to what you are saying, take it in and process it. Your material should not be too medically technical and lose your listener, or too basic and insult your listener. Whenever you are communicating with somebody (attorney, judge, or jury), make sure that you're doing it in a way that they can easily hear it and take it in. You also want to be inspiring to the point that people want to engage you or they want to believe in what you're saying and the credibility of what you're saying and take action based on that. Follow these three steps:

1. First, you will need to craft your message. "Less is more".
2. Next, engage your audience. How do you impress, engage and surprise them in a way that allows them to be involved in your message?
3. Finally, how do you express yourself? Succeed in being who you are because when you allow yourself to be who you are, you're authentic; people can relate to you.

Less is More

So many times when people start to present information, they have so much they want to share that it isn't always clear and organized. It might be perfectly clear and organized to you but it's not to the listener. How do you clarify and organize the message so that people really understand it? One of the most often used (and appreciated) methods is to give an overview of what you are going to cover, present the content, and then summarize your main points.

Whenever you're speaking, talking, teaching a class, providing education in a conference room while attorneys eat lunch (lunch and learn) or doing a case analysis for an attorney, the objective is for the attorney to understand you so that he or she can then take some kind of action.

So many times you may have 15 minutes of content but you are in a 10-minute meeting. Instead of distilling the content to what really needs to be presented, what's essential, don't make the mistake of speeding up and talking faster.

The beauty of actually communicating with the legal world is that you get to give your analysis and interpretation. You get to put a face to it and make it almost three-dimensional.

Clarify and Organize

How do you start to clarify and organize your message so that it is meaningful to your audience? Here are some key strategies:

1. Identify your core message.
2. Amplify that core message and support it with main points.
3. Provide specifics.

The material below enlarges on these three points.

Core Message

You should be able to state in one simple sentence your entire presentation. Your core message is your simple sentence. When your listener leaves the room he or she should be able to remember that message. That may take some time to distill and discern but that's where you should be investing your time. It is your one big idea. What's the one big idea that your audience needs to remember at the end of this 5-minute, 10-minute, or 60-minute presentation? How do you drive that home for them? What is the bottom line you want them to know? Is it:

- "This case has merit."

- “Early intervention when blood pressure rises prevents stroke.”
- “The first car accident caused the back injury, and subsequent accidents worsened her condition.”

Legal Nurse Consulting Core Messages

When attorneys hire legal nurse consultants to evaluate and screen medical malpractice cases for merit, they really want to know the bottom line. Is it a case that is defensible, if an LNC has been hired by the defense firm or is it a case worth pursuing if the LNC has been hired by the plaintiff attorney?

The expert witness’ core message is often directed towards convincing the jury of the expert’s opinions. Sometimes that’s very effectively done by being repetitive and repeating the same message in different ways by coming back to the message that expert wants the jury to hear. Patricia Iyer, Honing Your Legal Nurse Consulting Skills, available at www.patiyer.com, provides more detailed information about the special communication skills needed and techniques of testifying as an expert witness.

Knowing your core message guides everything you say. You may say it in different words but it’s what you’d keep coming back to. Can you answer these questions?

- “When I have finished speaking, WHAT will my listeners remember?”
- “When my presentation has ended, WHAT will my listeners do?”

If you can answer those kinds of questions in a simple phrase or sentence, then you know you’re on track. Listeners appreciate presentations that start and end with the same point. For example, you may introduce a story, and then circle round to finish it at the end of the talk.

A simple core message could be “This case is defensible” – that could be core message. A core message can be that simple. It organizes what you are going to say. For example, I recently gave a talk to 20 medical malpractice attorneys about why a nurse is qualified to explain medical records and pain and suffering to the jury. Throughout the hour talk, I kept circling back to that message.

Here is another example of using a circle in a message I sent to my ezine list.

The first time my mother in law saw an escalator she froze. She had arrived from India a few months before for her first trip to the United States. The day it happened it was a few weeks before Christmas in a crowded two level shopping mall. Carrying my infant son, I got on the down escalator before she

did. I turned around to see her frozen at the top of the stairs, afraid to step forward. The crowd quickly backed up behind her. Realizing the problem, a young woman kindly took charge. She placed a hand on my mother-in-law and guided her onto the stairs. It never occurred to me that my 65-year-old mother-in-law had never seen an escalator. This was a frightening new experience for her.

Trying new marketing approaches can also be a frightening experience. More information about marketing was the most common request in the survey we just completed of the readers of this ezine. I have been studying various forms of marketing for the last 4 years. It is clear that the landscape of marketing has changed. Prospects want a relationship to receive value and information from their encounters with those who wish to sell to them.

Ben Glass is one of the plaintiff personal injury attorneys who understands the new marketing model. In addition to running a successful practice, Ben has a thriving coaching program to teach attorneys how to more effectively market themselves. He shares many of his techniques in an easy to read paperback book, *Great Legal Marketing*. Ben interviewed me about how to get more clients for his coaching program for attorneys and I am interviewing Ben about the same topic on March 6, 2012 for my audience of legal nurse consultants: *Marketing for Legal Nurse Consultants: Still Think Being the Best LNC on the Planet Is an Advantage?*

You won't want to miss hearing Ben's insights. Ben will help you step onto that escalator called marketing and try new approaches, with confidence.

Did you spot the circle – the references to the escalator?

Main Points

Now that you have these core messages, your next objective is to start to develop your message. What do you want to say to support that core message? A lot of times people have data. They have information they want to share and it is so tempting to do a data dump. Your listeners appreciate it when you group information into main points. For example, one day when I was taking a walk, I had a brainstorm. I thought of our services and came up with the acronym of S. A. L. T TM: "Screening cases, Analyzing medical records, Locating experts and Transcribing information." We built our posters and giveaways based on that message.

What is your core message as a legal nurse consultant? Instead of just giving a laundry list of information, how can you categorize it to make it easier for your listener to hear and take in? For example, you may start a screening report with the

conclusion that a potential medical malpractice case is valid. Your main points may address:

- History of plaintiff and the events that led up to the malpractice
- Potential defendants
- Expected defenses
- Missing records
- Recommendations

Here is another example. Expert witness reports are organized into key components:

- List of records reviewed
- Summary of medical events
- Description of standard of care
- Conclusions about how the defendant adhered to (or deviated from the standard of care)

Instead of giving a bunch of data, organize it in a way that it has compartments. This makes it easier for your reader or listener to understand. Nurses are particularly good at this because we are taught how to organize data into problems. We know how to prepare nursing diagnoses that sort data. We know how to prepare and interpret policies and procedures and come up with very specific steps. I am describing a different way of using the same concept of organizing information.

Sometimes we don't realize that in speaking, we need the same things we do in our everyday tasks or how we approach our work. It's also how we have to approach communicating with other people.

Specifics

Once you have your main points, then provide the specifics. In the presentation I did on the use of nurses to explain medical records, I first showed how the role was supported by that state's laws. Then I took four types of medical malpractice cases related to diagnosis, treatment, medication errors and surgery. I provided examples of cases I had worked on in each category and showed samples of demonstrative evidence from the cases.

Fill in the specifics. It's that simple and yet for some people it's that complex because they're concerned about the information they want to give. You can't present everything you know about an issue. You have to think about the essential information, the practical information, and what the attorney needs to know about the subject to understand the issues. The focus of your specifics will depend on the purpose of your presentation. Is it to inform, persuade, or offer an opinion? Ask yourself, "What does my listener/reader absolutely need to know?" Not what I'd like to tell them. What would be fun to talk about but what do they need to know in support of my core message. Everything is aligned with your core message.

Outline for a Presentation

1. Start with an attention grabber. That could be a thought provoking question or a story. In my presentation on using a nurse to explain medical records, I told the attorneys at the beginning about the first case in which I ever testified in that capacity. I gave them highlights of my report as I told the story of what happened to the patient. People love stories.
2. Give your listener your one simple sentence that summarizes your whole talk; it's your big idea.
3. Reveal your main headings. These could be as simple as background and conclusions.
4. In the body of your presentation, repeat your core message. Take them through your main points. You want to discuss them in detail. And then finally in the conclusion you do the same thing – you review; you repeat your core message and summarize your main points. We all learned in school: tell them what you're going to tell them, tell them, and tell them what you told them.
5. In summary, ask yourself:

"What is my core message?"

"What are my 3-4 main points?"

"Are my specifics relevant?"

"Do they adequately support my main point?"

You are not limited to three or four points, and can have less. You can go as high as five but after five you run the risk of overloading your listener. Three to four seems to be the number that people easily take in and can work with.

If you are designing a presentation, think realistically about the amount of content you can present. A rule of thumb is to not have more than one slide for each 2-3 minutes of time. Audiences appreciate presenters starting and ending on time. Increase your vocal pace and speed up at the end of complete the delivery of all of your content.

It's about discerning what your audience needs to know and then giving them that information and giving them time to actually play with that information and process it in some way.

Strategies for Engaging Your Audience

I have covered “less is more” – how to trim your content to the major points. The second step in this process is to engage your audience. How can you “wow them? When you go into an attorney's office to do a sales pitch or talk about a case, you have to present a certain amount of information. Present the information in a way that might surprise them, that might help them think about something in a different way. Get their attention in a new way so that you become memorable and that resource or that go-to person that they're going to count on.

How do you do that? How do you typically engage people? How do you tend to present information in a didactic situation? A lot of times that happens if that presenters feel like they've got so much content that they don't make time for the audience to simply sit, listen, process and participate. It's not all about how to shove 10 pounds into a 5-pound bag. It's about discerning what your audience needs to know and then giving them that information and giving them time to actually play with that information and process it in some way.

Techniques for Engagement

You can stimulate engagement in a number of different ways. Think of these techniques in the framework of a presentation you are giving. It is easiest to understand them if you envision yourself standing in front of a room of attorneys. Perhaps you are giving a continuing legal education program or you are at a law firm talking to the attorneys during the lunch hour.

- Questions
- Activity
- Interesting Facts
- Stories

Questions

Let's start out by talking about questions. I can tell from going to a variety of different attorney conferences — teaching at them as well as attending them — that attorney presenters are very heavy into lecture. It's unusual for the person at the podium to engage the audience. Since I was aware of this, I planned something different when I was given ten minutes to present a topic. I asked 5 questions. I had a helper, an attorney who liked to be playful. I asked a question, and then my helper threw a soft foam ball to the attorney who raised his hand if he thought he knew the answer to the question. The attorney caught the ball, and then had a chance to answer the question. The energy in the room rose. People laughed and got engaged in the topic.

The legal nurse consultant who followed me mumbled and read her talk. I watched the attorneys slump down, lower their eyes and tune out.

Ask the really powerful questions that will force your audience to think and engage. They don't have to necessarily answer; you can ask a rhetorical question. You want them to stop and think about something for a minute. If you are asking fact-based questions, praise the person who makes an attempt at the answer. If it's not correct, I frequently say, "That's one answer. Does anyone have another?" or "Who can expand on that?"

Asking rhetorical questions is completely legitimate and when you do that you can even pause for just a moment. Not that you're asking them to answer but giving them a moment to process the question and formulate a response in their own mind. Many speakers rush into the silence instead of allowing people time to think of the answer.

Another way to get a response is to get people to vote with a change in position. For example, you can describe a case. Have everyone stand up. Ask them to sit down if they think the plaintiff won, and to remain standing if they think the defense won. Getting people to stand up gives them a few seconds of break from sitting and raises the energy level in the room.

You might even say "I'm going to ask you a question and I really want to hear from you all so please raise your hand for me, because this is important." You cajole them into it. If you're looking for an oral response, count to 10. Smile, keep your eye contact with them and count to 10 and usually at the end of that somebody will answer. However, if you ask for their participation either by raising their hand or ask for an oral response and you drop your eyes and you don't look at them, nobody will respond. It's very important that you keep eye contact whenever you are expecting a response from people. Just look at them and smile and look expectantly.

That's when you have the greatest chance of gaining that engagement. If you do not get any response, it probably means your question is too difficult or not well phrased.

The big point about asking powerful questions, especially if you're looking for oral responses, is that you have to let people participate at the level they are comfortable with. You never want anybody to feel uncomfortable, embarrassed, or lose face in any way.

Activity

Activities do not have to be elaborate or cumbersome. It could be something as simple as, depending on your circumstances, asking them to turn to the person sitting next to them and then just brainstorm all the reasons why they think this can't happen or what they believe can happen. Simple activities can change the energy in the room and allow people a break from listening to thinking and talking and sharing.

Here is an example. I was teaching a group of physicians. I asked them what they had in mind when they read a medical record that the patient used alcohol socially. I passed out yellow pieces of paper. I asked them to write down, without talking to anyone next to them, their definition of the social use of alcohol. The pieces of paper were collected and then I read them off. There were 20 people in the room and I think there were probably 15 different definitions of what that meant. It could have been one drink a day; it could have been one drink a week; it could have been one drink a month. One person wrote, "Social alcohol consumption is whatever I consume myself." It got the group thinking about something that they didn't really define in their minds up to that point. The activity was very easy; it didn't cost anything. It was the cost of the piece of paper.

The methodology allowed them to remain anonymous. Some people may be afraid of what other people were going to think; they're afraid they're going to be judged. They're afraid of not looking smart enough. It allowed them to participate and keep their anonymity in the process. It also gave them time to think through what they wanted to say and physically write it down, which changed the energy as well. You might assume everybody has the same definition of social drinking but you find that in reality they don't, which can generate a whole different level of conversation.

There are all kinds of activities you can prepare for a presentation. I once did an aging simulation with attorneys and had them experience loss of senses – vision, hearing, and touch. I had attorneys put diapers and thick glasses on, feed each other, and try to understand directions while wearing ear plugs. They wore gloves

and tried to manipulate small objects. Then we talked about how they felt and how that applied to trying cases involving elderly patients.

Think of activities that make the point. Review the resources at the end of the chapter for sources of ideas.

Interesting Facts

Asking questions and using activities are effective engagement techniques. Next, think of interesting facts. Given your area of expertise as a nurse, and the attorney's area of expertise, you will likely know a lot more about medicine than the attorney. Much of what you know may be unknown to the attorney. Have you ever read a deposition in which the attorney asks the nurse a question like, "Were the guard rails up?" Or, "Do you keep a copy of the change of shift report? May I have it?" You understand simple facts about side rails and the oral nature of change of shift report. The inexperienced attorney thinks it's a document that is saved and that they can obtain it through discovery. It is emblematic of the way that the legal mind works and the way that the healthcare mind works. Don't take for granted what you know. Recognize what you bring to the table and those simple facts you have to share can, in fact, influence, reposition, and create a new way of thinking for people.

Inexperienced attorneys find that much of what we do clinically in healthcare fits in this realm of interesting facts. The experienced attorney can take a deposition of an expert or a defendant and be very polished and smooth. But it takes quite a bit of learning to get to that point. That's where you as a legal nurse consultant are actually adding value and recognizing the little known facts and when you need to share them to give something context and relevance. Use interesting facts to engage attorneys because all of them are thinking, "Oh I didn't know that, how interesting!" Many attorneys enjoy getting inside information on how the healthcare system works because it gives them new insights.

You can even ask your clients, depending on your circumstances, if there are some little known facts or things of interest that they think the rest of the listeners should know about. Keep that in mind when you're putting your presentation together.

Stories

Never forget the importance of stories that can be used as metaphors to illustrate a point. The great thing about stories is they engage us emotionally. When we're engaged cognitively and emotionally our ability to understand and process information increases. Find stories that will help you illustrate your point, drive home your message and make sure that you remain memorable in the process and knowing that you're engaging the audience. Use your own experiences to create

stories. Each story should make appoint and be pertinent to what you are trying to illustrate.

Ask yourself, “How can I make my presentation more engaging?” Recognize that when you are using techniques to engage your audience, allow a little extra time. If you have 15 minutes but you want to make it more engaging, perhaps you’ll only have 10 minutes of content, which allows for that time for engagement without feeling like you have to rush through.

Express Yourself

Here is how we started this special report:

1. First, you will need to craft your message. The tip there is “less is more”.
2. Next, engage your audience. How do you impress, engage and surprise them in a way that allows them to be involved in their learning?

Here is the last point — how do you express yourself? What are the limits on what you can do during a presentation? Can you expand the boundaries of what you think your limits are? I have broken into song when teaching. I have told stories that have gotten people laughing. I have confessed to making mistakes. You may be surprised at what you can do when you are speaking.

Be different; be yourself. Realize how unique you are and let that guide your delivery, whether it’s in a meeting, a lunch and learn, or during a seminar. Be who you are because that’s what’ll make you believable.

Recognize Your Emotions

Here are some common responses from legal nurse consultants who have the opportunity to make a presentation:

- “What have I gotten myself into?”
- “What if I make a fool of myself?”
- “I’m a nervous wreck.”
- “I can do this!”

Think of the messages you give yourself before you speak to an attorney. Are you preparing your mind with positive messages? Are you telling yourself you can do this? Do you believe in your knowledge? Or are you fearful, intimidated, or negative? See Patricia Iyer, *Building Blocks for a Successful Legal Nurse Consulting*

Practice at www.patiyer.com for a chapter that addresses confidence issues. Confidence is all about believing in yourself, who you are, what you have to say and your commitment to connecting with the attorney. If you act awkward, if you act nervous, if you let that take over, then your audience will feel ill at ease. But if you act confident then your listeners feel reassured. You display your confidence when you believe in yourself and you have a strong desire to share.

Keys for Success

Preparation

Preparation is critical. It is not about perfection, it's about preparation. When you rehearse what you plan to say, when you know your material, when you review your notes, you can stand up and feel comfortable and confident. I find this gives me the best readiness to present. I will read my notes many times before giving a presentation, until I am very familiar with the material.

This is particularly important when you turned in your slides or material a few months before you make your presentation at a seminar. You may not have looked at the material since you met your deadline. Last minute (night before, morning of) review is essential.

Talk to the Audience

Instead of letting self-defeating thoughts take over, respond to that thought in a way that is more productive. Rather than focusing on yourself, try to focus on the audience. One of the ways speakers do this is to meet as many members of the audience they can before their presentation begins. They use the information they gain from the audience and weave it into their talk, preserving confidentiality when required. Speakers also find it easier to look at those people they've met, the "friendly faces" and talk to them.

Awkward Moments Can Happen

Keep a bold face. Circumstances, people, or equipment around you can disrupt your presentation.

- Speakers can fall off the stage at a seminar. (It has never happened to me but I think about it when I walk up or down stairs or move around on a platform.)
- Audiovisual equipment can fail. Your computer may not be detected by the LCD projector. (Always bring your program on a pen drive that can be hooked up into someone else's laptop.)

- Microphones may squeal.
- Overhead speakers can squawk. I was in a room in which the overhead speaker shrieked suddenly, like a bomb had dropped on the building.
- People can disrupt your talk. I was involving in teaching a session that was disrupted by two other speakers who burst into the room and began loudly talking to our audience... just at a sensitive point in our presentation.
- The person introducing you can fumble your introduction. Recently, I had an attorney introduce me to a group of other attorneys as a legal nurse consultant. He said, “I don’t have much use for legal nurse consultants.” Ironically, he had hired us to do a case and loved what we did. I sat with a smile frozen on my face and ignored his comment. I learned from that experience that I should have prepared an introduction to hand to him.
- There may be a fire drill during your presentation.
- The audience members can have a medical emergency. I saw a man vomit on the conference room table during a sale presentation.
- The lights can go out.

When you stumble, pick yourself up and keep going. The show must go on.

Stay Present

Stay present with what you’re talking about. It’s not just reading what you have to read or getting through what you have planned. You must be actually thinking about what you’re saying and the importance of it to your audience. There might be little known facts or additional detail you decide you need to throw in. You may follow spontaneous trains of thoughts. When you have put in the time to prepare and learn your material, you are free to stay engaged in the message yourself. Don’t let your mind wander. If you’re not engaged, your audience won’t be engaged. They can tell when your mind is not with them but you’re getting through it.

Facial Expression

Look like you enjoy what you are doing. Your audience is watching your facial expressions. Your expression needs to be aligned to your material. If you’re saying something serious you want to have a serious look on your face; you don’t want to be smiling. Align your nonverbal messages with your content. Be animated; it has to be alert. Again, you’re in the moment; you’re thinking about what you’re saying. Keep that in mind. If it’s difficult for you to judge your facial expressions, stand in front of

a mirror and watch yourself present your material. There has been study after study that says if your listener has to choose between content and what you're doing physically, he is going to believe your expression before he believes your content. So it has to be aligned.

Nurses are taught in particular to maintain a deadpan expression when they hear the most outrageous things from patients. We're schooled in keeping a flat expression so we don't offend or reveal value judgment so this is particularly challenging for us. We may need to unlearn keeping an expressionless face when we present to attorneys.

When you present, spend a minimum of 90% of the time making direct or roving eye contact with your audience. Do not look over people's heads. We've got to look at their eyes. They want eye contact. Roving eyes mean that we include everybody in the room, from the far right to the far left, from the back to the front. There is a little known fact that you tend to look at the side of the room that matches your hand dominance. If you are right handed, you naturally look more at the right side of the room than the left. When you are aware of this, compensate for your natural inclination and be inclusive of everyone in the room.

You don't want to stare somebody down. Eye contact is all about inclusion and you want everybody to feel included and it needs to be continuous. You're scanning the room; you're looking at people. You look; you hold it for a second and you shift and you go to someone else. Look, hold, shift.

Nonverbal Body Language

We all know we convey a great deal of information by how we use our body. You show you are open when you keep your gestures wide. You show you are defensive when you cross your arms. Body, stance, movement and gestures are important. A lot of time you may not be standing, you may in fact be sitting when you present. But if you are standing, the whole point here is to stand erect, pull those shoulder blades back, pull up your chest and have a nice erect stance because that alone projects confidence. This posture also helps you inhale enough air so that you do not run out of lung power before the end of the sentence.

You want your feet to be about shoulder distance apart. Have your legs straight. Don't lean one way or the other because you want to give an impression of being high energy, in control and confident. Use gestures to reinforce what you're saying. They should be meaningful. If you are talking about falling blood pressure, drop your hand down towards your feet. Your gestures can distract the listener if they do not relate to what you are saying. You may control your hands if you hold them

together to prevent them from flying around. Do not put your hands over your mouth or cover parts of your face.

Are you loud enough? Do you have variety in your voice? Sometimes speak quietly and sometimes speak with more power. Your pace is how fast or slow you speak. Pause at appropriate times. Pauses are there to punctuate what you're saying. They help give people time to take it in. We typically speak at 150 words per minute. If you happen to be somebody who has to write out what you want to talk about, you might want to do a word count to get an idea about how long you'll actually be talking.

Own the room. Be confident on what you're saying. You want your audience to be engaged and you want to be expressive with yourself and how you present information to your audience.

Pitch is simply your tone of voice: do you sound angry; do you sound happy; do you sound sincere; what is your voice saying about you? If you find you have a monotone voice, as many healthcare providers do, let people give you feedback about what might be helpful.

Look at a videotape of your presentation, and see what you can notice. Ask people how you did in your presentation. What could you do differently? What worked, what didn't? It's nice to know what you're doing that works. But if you want to take it up to the next step, you may want to ask for some feedback.

Remember that less is more when it comes to crafting your message. Knock their socks off by surprising them with some engaging kind of approaches and you will simply succeed at being who you are and being authentic. Be your unique self when you speak. Talk with the audience, not at them. Keep in mind some guidelines that work and be willing to ask for some feedback.

Resources

Cliff Atkinson, *Beyond Bullet Points*, Microsoft Press

Darian Bowman, *Presentations*, Adams

Cindy Maxey and Kevin O'Connor, *Present Like a Pro*, St. Martin's Griffin

James O'Rourke, *The Truth About Confident Presenting*, Pearson Education

Edward Scannell, John Newstrom, and Carolyn Nilson, *The Complete Games that Trainers Play*, McGraw Hill

Doni Tamblyn and Sharyn Weiss, The Big Book of Humorous Training Games,
McGraw Hill

This material was extracted from Secrets of Expanding Your Legal Nurse Consulting
Business. Get it today at www.patiyer.com