



Are You Smart Enough To Play Dumb?

A Small Business Guide

Cicone C. A. Prince

Are You Smart Enough To Play Dumb

An Aid for Starting and Running a Small Business

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Preface

It never ceases to amaze me how often we run into situations that appear to be beyond our ability to manage. We encounter circumstances that are over our head or at least up to our eye balls. In fact the more I learn the more I realize I have even more yet to learn. This fact applies, not only to life, but also to starting and running a small business. One thing I can credit myself with is being able to admit when I don't know what I don't know, and in turn, seeking out the best source of knowledge to fill that gap.

All of this brings us to the book you are now reading - Are You Smart Enough To Play Dumb. The goal in writing this is to address the head strong entrepreneur who thinks that advice and mentoring are for those who don't have a vision of where they are going. I am confident the reader will realize that recognizing and admitting a weakness is,

without doubt, a sign of strength. An even greater indication that signifies strength is by finding a way to compensate for those weaknesses.

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Chapter 1

Lose the Attitude

Lose the Attitude

There are few things worse than trying to help someone that doesn't want help. One thing I can think of is needing help but pride and arrogance keep you from asking for it. I know that being an entrepreneur requires a special individual. An individual who is bold enough to launch out on his/her own to start a business with the hope of financial independence. But just because you may have a talent and ability to do something that other people are willing to pay for doesn't mean that you have everything under control.

The biggest mistake that I have seen entrepreneurs make is that "I Got This!" attitude. O.K. **Lose the attitude.** Unless you have been trained in the business that you start then all you have is a long way to go. You may be good at what you do, but

you can't be good at everything. When you start a business reality will set in quickly. The challenge is how we respond to it. This sobering truth will come when things that should have been done months ago are still sitting in your in box, if you are lucky. Or even when you find out that there is some paper work that you forgot to file and now

You may be good at what you do, but you can't be good at everything.

there is a penalty for it not being filed in time.

No one likes to look bad, slow or incompetent, but getting angry with others or yourself does no one any good. Unless you let that anger fuel you to do it right on the next go round. There is a phrase I often use when I talk to my children, and that phrase is "Next Time..." The old saying "There is no use crying over

spilled milk” has some merit. Once it’s out of the glass and on the table or floor it becomes only good for the household cat. Getting mad about it wouldn’t make it go away, but not learning from it will cause us to knock over the next glass of milk just as easily.

We need to have the right attitude about taking on the giants of starting and operating a small business. Trying to impress people and boast about the fact that we have gotten the business started only shows that we lack the understanding of what’s truly involved.

In high school I worked for an entrepreneur who owned a fish market. Now I admit this was not the most glamorous job in the world but it did teach me some valuable lessons about what a small business owner has to contend with. Being the first one there, the last one to leave and the one with the most

to lose will get anyone's attention. When we really think about it, working for ourselves in a small business means that we are really going to WORK! Because we don't just have one boss, but every customer becomes our boss.

If our business is to survive we have to overcome working in a vacuum and trying to do everything ourselves. I know it's hard but it can be done.

Chapter 2

Knowing is Half the Battle

Knowing is Half the Battle

Almost anyone who grew up during the eighties remembers the cartoon character GI Joe. (I was quite fond of it myself) The show usually closed with an object lesson, ending with the catch phrase ‘Knowing is Half the Battle’.

That simple phrase implied that knowing the answer to a problem is only part of the solution. The other part is to apply what we know. As a parent, I often start with one commonly known speech and then my children will try to impress me by finishing the sentence for me. I quickly interrupt their parade of pride by reminding them that knowing what’s right to do is one thing, but doing what you know is something quite different.

Losing the superman mentality allows us to position ourselves to get the real help that we need. This can best be accomplished by seeing the value of organizations such as your local Chamber of Commerce and various business networking groups. Once their value is established in your mind, then becoming an active member of these groups is critical to the success of your company. We must consider the long term aspects of our business as well as the time, money and energy spent in these organizations as an investment in the success of our firms.

In order for you to be successful in starting and running a small business, there has to be some emulation of those companies which have already had some measurable success in your discipline. There may even be companies that have similar goods or services and their approach to getting those to market may be something to take note of.

Don't spend valuable time trying to reinvent the wheel when there are resources available that cover some of the fundamentals of starting and running a small business. From books to seminars to workshops, you may encounter a wealth of individuals willing to share their secrets of success. Recommended books are *The Lost Art of Entrepreneurial* by Dr. Mel Gravely and *The Organization Game Revealed* by Tim Canton. Many others are available to support your journey at libraries, bookstores and online.

All of this may likely bring you to the conclusion that your business is too big for you alone and that you need some help.

*Don't spend
valuable time
trying to reinvent
the wheel...*

We then need to open up by allowing others to help us meet our goals. This can best be brought about through mutual assistance and support.

Chapter 3

Now that You Know...

Now that You Know...

Now that we have settled the issue that we don't know everything, the next step is to figure out what our most pressing needs are. For example, do we need someone who has experience in the area of finances? Do we need someone who knows about writing contracts? What about someone who does bid proposals? The type of business you have will determine the area of expertise you require the most assistance in. It is important to make this determination on the front end of starting and running a small business. With limited resources, you don't want to spend time, money and energy learning things that someone else has already spent time perfecting.

There are companies and organization setup to help you with this. My firm used a Huntsville based company called eLab Ventures, which helped us map out a three

(3) year strategic plan to move our firm forward. The early stages of starting a business are critical because you have to give special heed to the most significant areas of your business, its foundation. It is crucial to look at where we are versus where we want to go. This takes some surveying of the landscape and focusing on realistic results in a reasonable amount of time. This effort will be driven by your business type. Believe me, you want to get some help in this area.

Let's look at some examples. If your business is a restaurant, then some of your most pressing needs might be learning about

a food handler's license. Other considerations may

It is crucial to look at where we are versus where we want to go.

be restaurant location and the time of day your service will focus on such as breakfast, lunch or dinner. Where is the best location to get supplies? Research target markets, demographics, profit margins, seasonal peaks, staffing etc...

Construction requires attention to issues of licenses and bonding. Related questions would be where to obtain these required items and who has the best rates. Discussion with an expert about the best equipment needed to complete the job will help determine how much capital is required to get up and running. Also, researching the industry, local competitors and the bid process is advisable.

If you are building a website, then you may talk to someone who is a customer of another company to discuss likes and dislikes about the company that built and/or

hosts their site. This promotes understanding your clients demands and thought processes.

There are multiple aspects to running a business and while you cannot be an expert at all of them, go as far as you can and learn to rely on the knowledge of others that you know respect and trust.

Chapter 4

Who to Take Advice From

Who to Take Advice From

An important key in taking advice is determining who you should go to for advice. This can best be done by determining who is in business already and may be willing to share some war stories to help you avoid the many pitfalls ahead. People whom you know, respect and trust can be a wealth of knowledge and information for those grey areas of starting and running a small business.

Talk to individuals in the financial community to get their take on strategies to implement as you begin your entrepreneurial launch. Resources may be your local banker or financial advisor. Keep in mind that these individuals are in business to make money themselves, so the time they spend with you will be an investment for future business with you as your company develops.

Become very familiar with your local Chamber of Commerce and the Small Business Development Center. These organizations exist to help nurture and grow your business. By using support services, you will connect yourself to the hub of activities specifically related to helping you during the initial phases. Find a mentor to bounce ideas off of based on current market conditions with some measure of success and failures. Both can provide learning opportunities about what worked for them and see how you can apply those same principles to your business.

The following mottos are still true. ‘You can learn more from failure than you can from success’ and ‘experience is the best teacher’. I have learned that someone else’s experience is the best teacher. Other individual’s experiences can help us steer clear of hazards associated with our new

startup. That does not mean that we will avoid all of the potholes, but talking to someone who has been down that road before can lessen the collateral damage that we may encounter. Experience must be bought; the only question is, “Are you willing to pay for it?”

If you don’t have a ready made list of people to take advice from, then ask someone with experience to help you with this list. There are a number of resources that can be of tremendous help to you on this journey. The internet has a wealth of information tailored to helping

the small
business
owner or
manager.

There are
many web

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question is, “Are you
willing to pay for it?”*

based search engines that can be used to search locally or regionally for information, and even include workshop and training events.

Don't limit yourself b having only one resource that you go to. Diversify with advisors from different backgrounds, cultures and economic status. Doing so will ensure that you get a broad perspective from many angles on what works versus what doesn't. If city governments hear about something working in another city, officials set up a meeting to visit to see what they are doing right. They will then take the information and adapt that knowledge to fit their region, citizens and budgets.

Chapter 5

Don't Just Sit There, Take Notes

Don't Just Sit There, Take Notes

If you are like me you, you could use a memory upgrade. There are more and more things that we have to keep track of, meetings, appointments, and deadlines just to name a few. Someone once said that they had so many irons in the fire that the fire went out. Well I've been there myself and I know being saturated with information can be over whelming. That's why it's a good idea to take notes. The person that you are talking to their time is valuable, so when you do get a chance to talk to them make it count. Write down key points of the conversation. Let them know that you are listening and ask relevant questions pertaining to the subject at hand. If needed repeat what they said in order to make sure that you heard them right.

You can keep notes a number of ways, laptops, Smart Phones, and a host of other

gadgets. Being a gadget person myself, I like my Smart Phone, but when time is of the essence there's nothing better than a pen/pencil and a piece of paper. No battery problems, no typing on a 2 x 3 inch screen, just start writing. After the meeting you can then transfer the information to an electronic format and I would suggest that you do that as soon as possible. This way you can archive it and keep all related information in one location. Everything from emails to cost estimates can be put in a folder on your computer and kept safe. But de sure to back up your data periodically, because like I

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always say, "If it's man made, it's subject to failure."

Becoming a good note

taker can distinguish you from your competition. Taking the notes are just part of it, you have to do something with them once you get back to your office. Rewriting them, clarifying them and making sure that they make sense is crucial while the information is fresh in your mind. While rewriting your notes a question may arise that can be directed to the person you were getting the advice from. Take the time to call them and get a better understanding of what they presented. This helps on two fronts, it shows how much you value the information they gave you and it also helps you build a relationship with them.

Dr. Mel Gravely II wrote, “Relationships matter most, build them strong.” These are words to live by when starting and running a small business.

Your notes can be the link in a chain of relationship that can lead into contracts over time. Writing down interesting points on business practices, key issues that you may face and then seeking solutions for them while they are on paper will better prepare you for the task of taking the helm of your own business.

Chapter 6

Rubber Meets the Road

Rubber Meets the Road

This is where we get down and dirty with the information that we have gathered. We have taken the time to ask individuals that we know, respect and trust, their thoughts in reference to our business, now we have to act on the information we have collected. No one likes to have their time wasted, especially if they are offering it voluntary. So when you meet with your mentors or Board of Advisors help them to understand that the information that they are giving you is being put to use. Have weekly status reports emailed to them to keep them abreast of your progress. If you can meet with them once a month or maybe even once a quarter to go over things that they shared with you, this would be great. This will excite them because they will see your willingness to follow instructions and carry out a game plan.

Attend the meetings, go to the workshops, and invest in the future of your company by starting a grass roots effort of helping people to know you and what you are capable of. Read books that address areas that you need help in. Talk to your customers to see what their needs are and then see how you can meet those needs. Applying the principles of entrepreneurship will always give you the edge.

That reminds me of a good read, “The Lost Art of Entrepreneurship”, a book by Dr. Mel Gravely. In this book Dr. Gravely covers some critical point in making the business speak for you. How to turn your business around by getting back to the reason you went into business in the first place. Dr. Gravely does an excellent job in helping the reader focus on getting to the heart of their business. This will include your passion and some other paramount issues too numerous

to mention here, but it is an excellent resource.

Saying is one thing, doing is sometime altogether different. Putting into practices those things we have learned will help move us toward our goals on this road of success.

Hold yourself accountable when you don't and above all communicate to everyone that's involved.

How is this done? Follow through on commitments that you make. Hold yourself accountable when you don't and above all communicate to everyone that's involved. Everyone from your staff to your customers and even your suppliers need to know what you know if the business is to survive. This is even more critical when you have a business partner because you both need to

have constant communication. Keeping everyone in the loop can be an even bigger challenge when roles are not clearly defined. It is imperative that proper planning take place on the front end so that problem areas can be avoided or at least minimized down the road.

Applying the information given to you is no guarantee of success but it will allow you to see the effectiveness of a well executed plan versus shooting from your hip. No one said starting a business was easy. It takes hard work, long hours, research and an unwavering commitment that will produce the success that you desire.

Words are cheap, but actions speak volumes.

Chapter 7

Staying Focus

Staying Focus

Another critical part of the survival of your business is staying focus on the results that you know are attainable. There will be so many things that will beg for your attention, family, friends, recreation and a host of other things. Even in the business the opportunity to venture into another field even before you have established yourself in your main discipline can be another distraction. Identifying your goals and having a plan to get to them should be high on your list of priorities. Having a Mission Statement that clearly spells out the direction of your company will be a great start. This mission statement can then be developed into a business plan on how your company will achieve that mission.

I remember a City Councilman coming to our church and sharing some words of encouragement. In his speech he talked

about “Staying in Your Lane.” He told us that when we stay in the area that we have been called to do then there will be fewer accidents in our congregation. Well in business we know what we are good at but we need to improve before we try to tackle something new. That doesn’t mean that we don’t try to learn anything else but we need to maintain focus on what we are responsible for and then we can look at other areas for improvement.

I know it can be hard sometime not to run to everyone that has a check in their hand but if

Well in business we know what we are good at but we need to improve before we try to tackle something new.

you can’t meet their needs then you are wasting their time and yours.

Staying focus can help direct resources toward our common goal. Being a small business almost everything is in short demand, time, money, technology, and good help comes to mind. Staying focus will allow you to put emphasis on those areas that are going to bring in the cash flow needed to sustain and grow the business.

This does not only go for starting the business but running it as well. Review your Mission Statement at least once a month, and going through your business plan wouldn't be a bad idea either. Have your employees go over it as well and make it a topic of discussion during monthly meetings. This way everyone can be on the same sheet of music.

Until the business gets up and running to the point that it's coasting then there will always be an opportunity to get off track. There

will be people trying to entice you into business deals and partnerships that will pull you away from your set goal. On that note having a written Mission Statement can be a powerful tool when approached by someone who is trying to get you involved in something other than your main focus. You can show them your Mission Statement and ask how their proposal would fit into your Mission Statement. If they can't truthfully answer the question then End of Discussion.

Chapter 8

Revisiting Your Mentors

Revisiting Your Mentors

Most of us have at one time or another forgotten some information that was told to us. If we didn't forget then we at least need some clarification on what was said. That's when a trip back to our mentors can be of paramount importance. Going back to update them on your progress and bringing any questions that may have been developed since your last visit will show your seriousness about the success of your business. It proves to them that you are not wasting their time. (No one like having their time wasted.)

Have the items to be discussed sent to them prior to the meeting. Have an agenda with allotted time clearly marked so they can see how long you plan to spend on each topic. Call and verify the date, location and time of your meeting. If they are volunteering their time at least provide them lunch. This is

your business and you want it to be successful, make the investment now for a pay off later.

A good way to start off the meeting is to recap the punch list from the last meeting. This way you can make sure that you have completed your assignment and bring up any issues that you faced during the process. Any question that you have about who, what, when and where need to be presented at this time. Explain any road blocks that you encountered and discuss some ways around them. Present your solutions to address these issues and then find out from them if your thinking is logical and sound.

If you are meeting with more than one person, (And I would suggest that you do) there may be topics that need to be discuss in further detail. If any of those mentors have to leave or this topic doesn't require

their input
then you can
talk to the
other mentors
after your
main meeting.
But be sure to

*When you do decide to
have a meeting, make
sure that the meeting
will be fruitful for both
you and them.*

recap anything that might be of importance.

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Chapter 9

Passion, and Other Things That Can't be Taught

Passion, and Other Things That Can't be Taught

This is the most important chapter in this book. The reason I say that is because if you don't have Passion then everything that we have talked about up until now is null and void.

Dictionary.com defines Passion as “A strong or extravagant fondness, enthusiasm, or desire for anything.”
<http://dictionary.reference.com/browse/passion>

My definition consists of loving something so much that you are willing to suffer for it. (i.e. The Passion of the Christ) Passion is the willingness to give your all for something in spite of what others may say or think. Not only that, but it is evident that you love what you do.

I have heard people say that you should turn your passion into a business. If you can get paid for doing something you love, you will never work another day in your life. That's not to say that the only thing you do is what you love, but what you can do is move yourself towards that in running your own business.

If running a small business is not a labor of love, then it's just a labor. And for what you will get out of it the first few years it's not going to be a pleasant enough experience to motivate you to go at it again tomorrow. Passion is what will fuel your fire to keep you going when money is coming in slowly, or not at all, and times are hard.

“True passion is never extinguished by the rains of hard times.”

-Cicone Prince

The reason I feel so strong about this is because I know that without a passion for what I am doing then I am wasting my time and all of those around me. If the means aren't the source of your passion then the end should be. Know what you love to do, or at least know that you love the outcome. An example of this would be a teenager with a desire to drive. They don't just learn to drive for the sake of driving but they learn how to drive for what driving can get them, freedom. If they have a driver's license and an insured vehicle they can hit the road. Leave when they want to leave and stay as long as their curfew allows. They can even come back home another way if they chose to. In this case freedom is the end that justifies the means.

Another thing about passion is that you can't go to a class and get. You can't attend a

seminar that will show you 7 steps to produce passion. Passion is intrinsic. It comes from the inside. No one can give you passion. No one can teach you passion. It is something that is developed over time in a

Passion is intrinsic. It comes from the inside. No one can give you passion.

particular area that is cultivated and nourished to blossom into doing what you love.

This chapter hints at other things that can't be taught. I thought that this chapter's title was a catchy but it now forces me to talk about other things.

Well some other things that can't be taught are integrity, fortitude and accountability. I know what some of you maybe saying. "I

was taught these things by my parent or grandparents.” You may have been given instruction in these areas but laying hold on them has to come from the inside.

Dictionary.com defines Integrity as “Adherence to moral and ethical principles; soundness of moral character; honesty.”

Dictionary.com defines Fortitude as “Mental and emotional strength in facing difficulty, adversity, danger, or temptation courageously”

Dictionary.com defines Accountability as “The state of being accountable, liable, or answerable.”

All of these definitions have one thing in common, they are found in the heart of a true entrepreneur. Going back to the title for chapter 2 “Knowing is half the Battle”, we

can be exposed to these truths at an early age but just because we know of them doesn't mean that we live them. My 11 year old daughter told me one day that she could milk a cow. I asked her how she knew that she could do that. She said that she had read it in a book or saw it on television. I quickly informed her that she had knowledge but not experience. In college we called it classroom knowledge and lab knowledge. And even those definitions were in a controlled environment. When we start talking real world experiences it brings us to the point of calling it a whole new ball game. The ideal and the real at time seem to be worlds apart. What can help bridge that gap is having a good foundation in the ideal so that when the real world shows up we have something we can hold onto (i.e. Passion, Integrity, Fortitude and Accountability).

Chapter 10

A Second Chance

A Second Chance

If you are like me then you can appreciate this chapter. A second chance is an opportunity to get it right. We can learn from the mistakes of our past and focus on our future. Crying over passed failures is only going to make the tissue company rich, not you. In raising my daughters I often times start my statement with the phrase “Well next time...”. This phrase helps them to realize that, “OK something happened and it need to be fix, but what can we learn from it, so that we will not repeat this again.”

For instance, putting a glass on the edge of the table is just asking for it to be knocked off. Leaving a bicycle out in the drive way is just begging for someone to either steal it or run over it.

What about in business? First impressions are great but never over sell yourself. Know what you can do and what your limits are and then work within them. I remember that one of our philosophies is that “The only thing we have is our reputation, and we can’t afford for that to be tarnish. If we can’t do something be honest and say so, don’t waist other people’s time and money trying to do something that you are not good at. If you want to be good at something you will have to invest some time getting the necessary training or equipment needed to do the job so that when the opportunity come up again you are now ready to tackle that challenge.

I remember putting in a bid for a \$10,000 animation for a hill top condo animation for a developer in Tennessee. My firm did not win the bid but I wanted to know why. So I got in contact with the developer and he told

me that our firms work did not look realistic enough for him. He said that he was very demanding and wanted it to look like it was already there. He commended me on my willingness to find out why my company didn't win the bid and he informed me that we were in the top five out of thirty companies. You know as well as I do that no one remembers who came in second

You know as well as I do that no one remembers who came in second place.

place. So I worked on adding realism to my projects. I did so to the point that sent him

a link showing what I had done. His response to me was that we had improved a lot. And that he wanted to know what software package we were using. During my correspondence with him, he begins to

understand that developing our services was a top priority of ours.

There will always be those time when thing can and will go wrong. The true test of our character is what we do when that happens. Do we bury our head in the sand or do we step up to the plate and make it right? Some one once said, “People expect reasonable results for a reasonable price.” And that is true as long as it falls within reason.

Chapter 11

Giving Back

Giving Back

Well here we are at the last chapter in this booklet and I am surprised at myself. You see I have never been an avid reader, let alone a writer and this is my first attempt. But it bares mentioning that I felt so strongly about this subject that I put it in writing.

This chapter talks about giving back to those would be coming up behind us. We can share our experiences of joys and sorrows, triumphs and defeats to encourage someone else who is planning to start this journey. There is nothing like having a map that can tell you where you are and help you get to where you want to go. A business plan is great, having someone to help walk you through and even talk you through makes the journey that much more tolerable.

Working with companies out of your local city or even out of state can help broaden

your perspective on how to do business in your own town. Cites do it all the time. They send a delegation to cities that has programs and organization that are meeting a common need and then they try to adapt that to their own culture and region. Countries do the same. They look at what

Learning from the business experience of other can help with your own battles...

works in one country and then they duplicate in there own.

Learning from the business experience of other can help with your own battles that you have to wage while running a small business. Sharing those experiences can help someone else from falling into the same pit that you fell in. No one wants to have their failure put on display but if we don't we will do an injustice to the next

generation. We have to talk about not only the business side of doing business but the ethical and moral side of doing business right. This is not only good advice for small business owners, but for parents as well. Sharing some of our pitfalls with our children can hopefully help them avoid those same ditches that we fell in.

Once you have achieved a certain measure of success you can fuel that by helping someone else who has just started out. Like babies, businesses are born every day and without post natal care they will die. I know that my business would not have survived had it not been for people who saw my passion and then took an interest in wanting to see me grow. Everyone from the Chamber of Commerce, to small business owner and Small Business Development Centers through out our city have your

success at heart. We all have a stake in economic development because we all win.

Therefore I encourage you to look for someone that you can mentor and encourage. Because if you remember one day that was you.

Cicone Prince

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Notes: _____

Notes: _____



ABOUT CICONE PRINCE

Cicone was born in Mobile, Alabama. He has an Associate Degree in Electronics and his Bachelor's Degree in Electronic Engineering. Cicone is a self taught 3D Animator and he co-founded 3D Solution Providers, LLC which specialized in creating 3D Animations for their clients.

Cicone's passion for Public Speaking was sparked while giving a speech at a national convention about his business. The results of that speech was a \$1,500 State-of-The-Art Laptop. He realized that he had more to offer than just his technical background.

He recognized that he could empower people with his words. That's when he decided to train with one of Les Brown protégé' Dr. Ruben West and his Black Belt Speaker Course.

Cicone focus is in the area of Personal Development because every organization, team, or family is built on individual people. There is no "I" in TEAM but there is one in "WIN" and in order for the TEAM to WIN it has to be made up of individuals who know who they are and what they bring to the table.



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