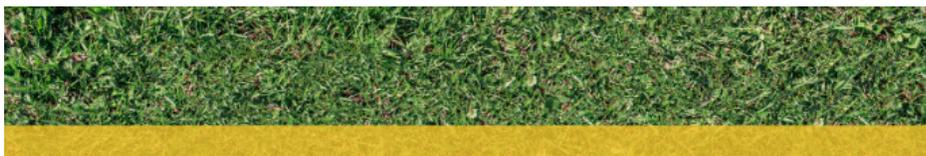




## At The Helm: 3 Personal Branding Takeaways



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Any conference that sparks at least one new idea and introduces me to at least one new person is a worthy investment of my time and money.

Last weekend when I attended the [At The Helm](#) conference in Los Angeles, I met some amazing people and came away with not one, but *three* big ideas that I know will help me shape my personal brand. I'd like to share them with you here in case they're helpful to you too.

*"Your strengths are the same whether you're at your best or at your worst." ~ @alaiawilliams*

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## Know Your Strengths

Let's say that focus is one of your greatest strengths. If that's the case, you're probably one of those people who just creates a plan and blocks out all distractions — no excuses.



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When you're at your best, this is an incredible asset to you as an entrepreneur. It means you avoid chasing too many ideas at once. Instead you direct your time and energy to seeing *one idea* all the way through.

But when you're at your worst, your greatest strength can turn into your most crippling weakness — like when focus turns into “fixation”. Being aware of the downside of your strengths is just as important as embracing the upside.

*“People love you for your vulnerabilities.” ~  
@drjenniferjones*

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## Your vulnerability is endearing

When asked what they do for a living, most people will tell you the perfectly-crafted version. Unfortunately, this is why most people's stories are pretty boring. As it turns out, we aren't really that interested in perfection.

So, when someone tells you their real story — warts and all — you take notice. Where have you failed and what did you learn from it? [Being vulnerable](#) instantly makes you more relatable. Your clients aren't perfect and it makes them feel better knowing that you aren't either.

Vulnerability is not the same thing as weakness or [acting like you aren't good enough](#). It means lifting the filter and letting people really see you — the version of you that looks a lot like them.

*“Don't take advice from those who don't have to deal  
with the consequences.” ~ @greghartle*

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## Be discerning

Between reading blogs, listening to podcasts, and talking with other entrepreneurs in online communities, you have absolutely no shortage of business advice coming your way. But 99 percent of the time, the giver of advice has no stake in your outcome.

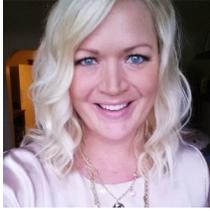
Be discerning about the advice you accept. Give more weight to feedback you receive from the people who really matter — like a business partner, investor or customer, rather than someone who won't be impacted by the results of your decision. You owe it to yourself.

## Now it's your turn

What's the biggest lesson you've ever learned from attending a conference or networking event? Leave me a note in the comments!



## 2014 business strategy Content Marketing featured sales



### ABOUT JULES TAGGART

Jules Taggart is a human-centered content strategist, speaker, consultant and educator. She believes intelligent business growth is fueled by creating meaningful experiences, one client at a time. Jules teaches small business owners how to leverage the relationships they already have to sell their services more consistently.

Connect with Jules on [Twitter](#).

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