

Be the Star, But also the Sidekick

The best way to promote your business is by promoting the goals and accomplishments of the people you're dedicated to serving.

Customers don't care about how awesome they can make you. They care about how awesome you can make them.

Dale Carnegie wrote: "You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."

The same is true for your customers and clients. You'll go much further in making a profit and an impact if you build your brand around building people's potential.

It's okay to "be the hero of your own story." Just don't forget that you're the sidekick supporting role in everyone else's.