



Michael Helms

## *A Great Keynote by Sam Christensen*

# You're all you've got or "If they only knew the real me"

We've all had a job interview, sales meeting or first date that we've left thinking, "That wasn't the real me in there. If only I could have been more myself." It's easy to be your whole and authentic self. My Personal Branding Technology will show you how.

In my nearly thirty years in show business, my association with actors has taught me one thing: You're all you've got. Actors have no flow charts, no sample cases, no equipment and no "all-new-and-improved" products to sell. They are selling themselves. They are the ultimate sole proprietors. What actors taught me was a pure accident that turned out to be a practical miracle that I must share with you.

Helping actors access and market their purest selves showed me that ALL professionals, ultimately, have only themselves to sell. Many business decisions are made based on "personality." You've certainly had the experience of hiring or firing, buying from or selling to because you "just had a feeling" about a person. Well, by the same token, others are having feelings about you.

What is that "feeling?" It's personality. The impression you make. Your self-concept and the way others read you. Finding out what others are feeling about you is critical to your success. I'll show you how to use yourself to your own best advantage. It's fun — and I'm eager to tell you about it.

- I will show you how you can use my Personal Branding Technology to feel better and more confident about who you are.
- I'll share great stories and funny, telling examples that allow you to grasp both the system and use of Personal Branding Technology.
- I'll help you find out what elements of YOUR personality your friends, clients, and family are responding to and why.
- I will show you how to use my Personal Branding Technology to feel fully confident so you can make the best use of your personal characteristics.
- I'll help you to be more genuinely yourself today!