

CONFIDENCE: The Key to BRAND Success

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • March 9, 2010 • [Printer-friendly](#)



Believe in Yourself and Others Will Too!

Did you know that confidence is your **most powerful asset**?

It's true!

Confidence can knock down any barrier - even [fear](#) - and take you to new professional heights.

Confidence is also **incredibly attractive**.

Think about it. People flock to confident brands.

Where would brands like **NIKE, Mercedes, and Apple** be without confidence? Probably out of business.

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



Confidence is a state mind that has to be backed up by **GREAT VALUE** and **SERVICE**. **Be the best you can be and project your own self-confidence to the world!**

If you project confidence in yourself, that confidence will transmit to your clients. Business will pick up. Referrals will come in. Contacts and prospects will be calling YOU...because your **professional brand encompasses CONFIDENCE**.

Comedian [Jim Carey's story](#) is a perfect example of the power of confidence. At the beginning of his career, when his phone wasn't ringing, Carey didn't let despair bring him down. He remained confident in himself and continued to visualize success. Just three years later he was a movie star!

Everyone has their ups and downs. The key is to maintain your confidence despite temporary setbacks and periodic disappointments.

Confidence is a key component of your brand...NURTURE IT. BUILD IT. CONSISTENTLY CONVEY IT TO YOUR CLIENTS. Your success depends on it!

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