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# Build Your Business on Authenticity

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and Author of *Breakthrough Branding: How Smart Entrepreneurs and Intrapreneurs Transform a Small Idea Into a Big Brand*

To be a successful entrepreneur, your goal has to be more than just making money. Entrepreneurship and finding your business idea are about finding your purpose. It must be tied to your deeper story, your sense of destiny for yourself and your business. It must feel authentic and right for you. It's discovering your personal vision that reveals your essence, your passion, and your values. That vision comes from your heart, not your head.

Great brands are always built on *authenticity*, on who you are and what your business can be, not what you want it to be. For a decade, Las Vegas marketed itself as a family vacation destination.

Think about it, positioning Vegas as a *family* destination.

Nobody goes to Vegas for family stuff, well, almost nobody. Vegas is about drinking and gambling like crazy and doing things you want to keep under wraps afterwards. It's nickname is "Sin City," after all.



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When Vegas adopted authentic positioning, the city came up with its famous slogan, “What happens in Vegas, stays in Vegas.” And the branding was a smash success. Now, here was a positioning line that came from Vegas’s DNA. It was a brand promise that people could believe in.