

INTRO: Hi, I'm Tiffany and you are listening to The Legacy Lounge podcast. If you are a high achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place.

I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my work and to support entrepreneurs to do the same. I'm not talking about having your name on a building or statues in your image. I'm talking about leaving behind a positive impact and creating something enduring that can be passed on. You pour your time, energy and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future.

Each monthly series will guide you through the business leadership and life skills you need to successfully leave a legacy that stands the test of time, and each episode is totally valuable on its own. We are here to provide you with the tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand.

So sit back, relax, and let's get into today's episode:

TIFFANY: "Carve your name on hearts, not tombstones. A legacy is etched into the mind of others and the stories they share about you."—Shannon Alder

Welcome to episode two of The Legacy Lounge Podcast. Today we are diving deeper into our first topic, which of course is: Legacy.

If you didn't catch episode one, I highly recommend you go back and listen in to get the full value out of episode two. It's only about eight minutes long and I share what leaving a legacy really means, share a little bit about myself, your host Tiffany Neuman, and set the context for the podcast overall.

Yet, the topic of leaving a legacy, which this entire podcast is founded on, is deeper than simply an eight minute intro, so I wanted to dive a little bit deeper into:

1. what leaving a legacy means for you,
2. why you should care,
3. and give you some actionable tips on how you can actually start to consciously build your legacy.

Ultimately, what we create, how we act, and who we truly are is what creates our legacy. Our actions shape our lives.

What I'd like you to think about is this: what we don't take action on can be just as powerful. Our lives are created on a moment-to-moment basis. Every one of the thoughts we think, the words we speak, and the actions we take contributes to the complex quality and character of our lives unfolding.

It is simply not possible to be alive without making an impact on the world that surrounds us. So in one sense, **you are creating a legacy unconsciously if you're not consciously developing it.** Every action taken affects the whole as greatly as every action not taken.

When it comes to making the world a better place, what we choose not to do can be just as important as what we choose to do. For example, when we neglect to speak up, vote, or help somebody in immediate need, we are denying ourselves the opportunity to be an agent for positive change. By holding the belief that our actions don't make a difference, we may find that we often tend to forego opportunities for involvement.

Alternatively, if we see ourselves as important participants in an ever evolving world, we may feel more inspired to contribute our unique perspectives and gifts. So it's wise to be somewhat selective about how and where we're using our energy in order to keep ourselves from being scattered, or overworked, or people pleasing (I definitely know about that one); not every cause or action is appropriate for every person. We all have our sweet spots. So **when a situation catches our attention and speaks to our heart, then it's important that we honor our impulse to help and take the action that feels right for us.**

It may be offering a kind word to a friend, giving resources to people in need, or simply taking responsibility for our own behavior. By doing what we can, when we can, we add positive energy to our world; and sometimes it may be our one contribution that makes all the difference.

All of that really encapsulates our personal legacy: how we act, who we are. Every human has that opportunity. We are creating a legacy. Some legacies last a lifetime and some do not.

But what does a legacy mean for those of us who own our own businesses?

Building a legacy for your business rather than your personal legacy is slightly different. Of course, they're intertwined. Your personal legacy is the impact your actions have after you're gone, but your business's legacy is the impact it will make on culture, unity, and clients after you've either sold or passed on your business to somebody else, or whatever happens in the end.

Leaving a legacy means living a legacy. I'll repeat that again, leaving a legacy means living a legacy.

The day-to-day actions in your business will be the bricks and mortar of the legacy that you're building. It starts with a long term mindset. What I want you to think about today—the takeaway—is defining what matters to you and making sure you have a long-term vision that matches it. That vision will become your business's guiding light, your North Star...all decisions, all product development, or course development, or whatever service you're offering, or products, all marketing campaigns...will come back to relate to the vision which actually relates to what matters most in your business's legacy.

Of course, goal setting is an important part of building a business legacy. By setting goals, you'll define your path and also have a benchmark to compare your progress. I'm sure you already have many goals in your business.

But have you thought about your goals through the lens of building a legacy?

If you don't have a piece of paper or a pencil, go ahead and pause so you can grab them now.

There are just three quick tips that I want you to take away. Before we get to the steps, you need to have some kind of vision for your life and business.

If you already have a vision, great! If you don't, don't worry, a general idea will do. Be sure to connect with me on Instagram @TiffanyNeumanCreative because I love talking about vision and I have vision workshops once in a while.

We need to make sure that you have a strong vision for your business and that you're setting goals through the lens of legacy.

Here we go:

Number one: Each goal must tie back to the vision of the legacy you want to build.

Really think about it. What is that vision? What is that legacy that you want to leave behind?

Perhaps it's a scholarship for women. Perhaps it's building a nonprofit to leave in your name. Maybe you're going to pass your business down to your children.

Whatever that looks like for you, I really want you to think about getting crystal clear on the legacy that you want to leave behind. It could even be a podcast. For instance, my hope is that this podcast will impact people for a very long time, maybe even after I no longer have my business, because the content is still actionable.

Number two is nothing new for most of you: As entrepreneurs, we are very good goal setters.

You've probably heard of SMART goals before. SMART goals are goals that are **s**pecific, **m**easurable, **a**ttainable, **r**elevant, and **t**ime-bound. Defining SMART goals is important because if we do not focus in on tangible goals that have an outcome, we're never going to get to our bigger vision. So to create your legacy, you really do need to look at your progress and make sure that you have these benchmarks.

Number three: Smaller defined goals are better than large, sprawling goals, right?

I'm a visionary and I love looking way into the future and making these big goals. For example, I want this podcast to have a million subscribers one day. (I just made that up on the spot, but that would not be bad.) So if you are a visionary like me, we oftentimes have these really big goals that are way out in the future and they can either be overwhelming or we don't have a specific action plan to actually get there.

So break everything down into smaller defined goals—that are SMART like we talked about—so you're more likely to achieve them and they're realistic. We want to focus on moving the needle just 1% forward with each goal and before you know it, you will have made a quantum leap towards your legacy.

Although the meaning of legacy can really vary depending on whether you're looking at yourself, your business, or your industry, the goal is the same: make an impact that stands the test of time.

Remember, new episodes drop every Monday. Make sure to join us for episode three where I'm going to lead you in a success visualization so you can actually integrate your vision and goals into your life, and massively move the needle in the direction of your dream business and everlasting legacy.

So go ahead, get started, write out that vision, turn on your favorite meditation music, make those goals, and meet me on episode three for some action.

If you enjoyed this episode, leave a review and I would love to give you a cup of your favorite Starbucks drink on me so all you have to do is take a screenshot of your review, email it to support@tiffanyneuman.com and I would absolutely love to thank you for doing that as we grow and build this podcast.

OUTRO: That's it for this episode. Thank you for listening to The Legacy Lounge Podcast. Connect with me on Instagram [@tiffanyneumancreative](https://www.instagram.com/tiffanyneumancreative) I would also love to hear your feedback to see what resonates with you and what you'd like to hear in the future.

If you love this episode, please provide a review and we will be forever grateful. You can always find links and resources shared on the show by going to yourlegacybrand.com.

Remember what you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others. What are you doing today to pour into others and to leave your legacy?