

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: "The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, and to make a difference that you have lived and lived well."—Ralph Waldo Emerson

Welcome to the first episode of The Legacy Lounge podcast. I'm your host, Tiffany Neuman, and I'm so thrilled to be with you today. Let's dive right in and first discuss what exactly it means to leave a legacy, and why you should care.

Now of course, as Ralph Waldo Emerson says, the purpose of life is not to be happy. But wouldn't it be nice if we could be happy and leave a legacy? That's really my goal. Your legacy is an inheritance for the next generation. It's your greatest gift of service to others and to yourself. It's the way to ignite that spark inside of you and share your light with the world for years to come.

And you might be thinking, "why should I care about building a legacy? How does legacy impact my brand? What can a legacy do for my business, my family and my clients? Why should I even care about the impact my brand has on the future?"

First and foremost, it's a shift in your thinking. When you're focused on leaving a legacy, your life and business immediately take on a deeper meaning. It becomes about much more than simply bringing in an income. When you're pouring your time, energy, and passion into your business, you want to know that your efforts will create a ripple effect that reach far into the future. As entrepreneurs, if we are not innovating and staying ahead of trends as the world changes at light speed, it's very easy to get left behind.

Have you ever seen someone blow up as an influencer and then two years later they're completely MIA? That's because, believe it or not, it's fairly simple to create a business that's successful for a few years, but building something that lasts? Something that you become known, remembered, and respected for? That requires you to build a legacy.

Before I share a little bit more about what to expect on this podcast journey, I'd like to rewind back to three years ago in March of 2019. I was laying in a hospital bed and was told that had I not come into the emergency room when I did, I wouldn't have made it another day.

At that time, my business was just a side hustle, and it was in that moment that I decided to go all in on my dream, not only to be with my family more, but to create the impact I truly wanted to make. It was then, when I almost lost my life, that I came up with the concept of leaving a legacy with your brand.

This first episode is being launched on my daughter's 8th birthday. Emerson was named after Ralph Waldo Emerson, whose legacy and wisdom I admire, hence why I chose one of my favorite quotes of his that opened the show. Whether Emerson someday chooses to take over my business or not, I'm creating the podcast in her honor to leave my own legacy and wisdom behind. And, of course, to help amazing entrepreneurs like you start thinking about creating a legacy in your own way—not only start thinking about it, but actually start creating it now.

The inspiration behind the name, The Legacy Lounge, encapsulates this feeling that I want the podcast to have. You see, I'm on a mission to completely redefine what having a brand means for entrepreneurs. Whether I'm doing a solo show like today or interviewing top thought leaders, this podcast will be conversational and intimate, real and raw while we discuss how to build a legacy, share tangible ways to grow your brand, and discuss what it means to be a Legacy Leader.

Now, I'm the first to admit that I'm not a big fan of singing my own praises, but if this is your first interaction with me, you might be asking, "who is this Tiffany chick, and why should I listen to her?" So since it's the first episode, I'm going to fill you in quickly:

I am a legacy advocate, educator, brand strategist, design agency owner, professor, and I'm also becoming a thought leader. With over 15 years of experience working with Fortune 500 brands as Creative Director with companies such as Burt's Bees, Stolli Vodka, FedEx, Adidas, and so many more, I've learned what it takes to build a true legacy that stands the test of time.

I left the corporate world and my dream job a few years after my daughter was born to have more freedom and found that my new dream creating crave-worthy brands for primarily female entrepreneurs is truly my God-given calling.

Now I'm taking my passion for legacy to the next level by sharing my knowledge with you: high achieving, mission-driven entrepreneurs that yearn to turn their established business into a legacy that stands the test of time.

The truth is, your brand is your most valuable asset and the foundation for your amazing legacy. And because it's so important, I developed the Legacy Brand Method™, my trademark method, which has been featured in *Forbes* and *Entrepreneur* and also founded Your Legacy Brand, an agency devoted to creating Legacy Brands. This signature one-of-a-kind method has led countless entrepreneurs to success on their terms, whether it's a fully booked wait list, 10X-ing their money in the bank, or the ability to impact and inspire on a grander scale. (And honestly, it's typically all of these things.)

My mission is to be a light in the world and show others that their dreams are possible. This podcast is one way of doing that, and it's a way to know that I'm leaving something of value behind when my time on this planet is finished. As with my business, The Legacy Lounge is here to elevate your brand and business to the level you've always dreamed of; making it your long-lasting legacy.

Now, if you know me, you know that I like to create trends, not follow them. So I broke the rules a bit, and I'm doing things a little bit different with this show.

This podcast isn't simply me randomly talking about anything that pops into my head or a series of talking head interviews. Each month has a theme that we will focus on, and that will guide you to actually integrate that theme into your own life and business. After all, integration is necessary to create harmony. And to create a legacy you absolutely need harmony in your life and business—which is something I'm always working on myself.

The goal is also for you to have epic takeaways from each episode, so even if you don't show up each week or choose to binge the whole month at once, you will totally still receive value. (Of course, I do recommend that you show up fully to get the full effect.)

This podcast will feature inspiration and vision casting, tangible advice you can implement now, interviews with thought leaders whom I will refer to as Legacy Leaders that are on their way to developing their own long lasting legacy. Each month will end with a success visualization and tasking process that will help you integrate that month's theme into your life and business.

To wrap up, I want to thank you for being here with me, and I'm so grateful to my team who has helped me put this together, to my family, who supported me along the way, and to my amazing clients and colleagues who cheer me on. I would be honored if you subscribe and keep listening to finish out our opening theme, which of course is Legacy.

And to kick off the podcast in celebration, please make sure to leave a review on whatever platform you're listening on, and I will send you a gift certificate for your favorite Starbucks drink to enjoy while you binge.

Simply take a screenshot of your review and email it to support@tiffanyneuman.com. I want to thank you again for being with me here today. So much love and light and cheers to your legacy.

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?