

The Legacy Lounge Podcast with Tiffany Neuman

Season 1, Episode 4

Legacy Leader: Elaine Lou

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: Hello and welcome back to the Legacy Lounge. This week, I am super excited to talk to a previous client and friend of mine, Elaine Lou Cartas. If you've been following along, we are talking all about our first theme of the podcast, which of course, is Legacy. I've asked Elaine to join me on the podcast because one thing we have a lot in common is creating a legacy with our brands and businesses. We both talk a lot about legacy, and Elaine really has it woven into her brand as well.

Elaine is a business and career coach for women of color and allies, and the founder of the Color Your Dreams Movement. She helps women of color and allies purposefully pivot their businesses and careers to have a sustainable and equitable future.

So, Elaine, welcome. I'm so excited to have you on today and talk all about Legacy.

ELAINE: Well, I talk about legacy all the time. I feel like we just copy and pasted one another. I'm just kidding. This is why I worked with you, Tiffany, because our values aligned with legacy.

TIFFANY: I would love to start out with the first question; because I feel like we have a sense of what legacy is inherently and innately. But my first question is: What does legacy actually mean to you and why do you think it's so important?

ELAINE: So I know it's the podcast. You can't visually see us. You can hear us, but I am a first generation immigrant. My parents came from Philippines and immigrated here to the States. I acknowledge all the

sacrifices made before me. Their legacy was leaving behind a legacy for me. **For me, the question is: what am I leaving behind? What am I leaving behind for generations after me? And what am I doing to honor all the generations before me that sacrificed so much so I could have this current life of choice?** So I'm discussing it through the lens of a first generation immigrant. And that's why legacy is so important to me.

TIFFANY: I love that you look at it from that landscape. It's not only what you're leaving, but what was left for you, the sacrifices, and how that's being passed down generationally. It's so beautiful. You are a true Legacy Leader. I'm curious what you've been doing in your business specifically to ensure that. That seems to be something that's on your mind all the time, so what have you actually been doing to make sure that that happens?

ELAINE: So one thing I do is I remind myself of my why. I know that's the basic thing that we all talk about as business owners. As a first generation immigrant—I think my fellow first generation immigrants or BIPOC community can understand this—I have a picture of my two grandparents, my two grandmas. It's actually from the day I graduated with my masters degree. So I actually have a little shrine of them and my ancestors next to me in my office. I know it's not necessarily leaving a legacy, but like I said earlier, it's remembering the sacrifice made before me. And what I'm doing to leave a Legacy? My background was being a former grassroots organizer and working in the nonprofit sector. Giving back to my community is really important. And similar to you, Tiffany, I have my own podcast called Color Your Dreams Podcast, because I understand not everyone is meant to work with me or might not be able to. And this is my way to give back to my community. And then the third thing I do in my business to leave a legacy is actually ask for feedback from my clients in the Color Your Dreams community: how can I better support them?

And when it comes to my clients, there's a couple of changes I made. I created an accountability system for my clients. And I'm actually leaving a legacy by making my business simpler. So often we think it's what we're doing for others. But what can you do to make your life and business even easier so you can serve yourself and others? I've decided to focus on one offer, and I know we'll talk more about it in depth rather than a bunch of offers.

TIFFANY: I love that. They say simplicity is the ultimate form of sophistication, right? And so the more that we can streamline, the better we can serve, because businesses can be so complex. If you're constantly behind the scenes trying to do all the things, then are you really serving your clients that well? So I love that. And thank you for sharing all the different ways you create a legacy, because it really is a well-rounded view on legacy. Again, it's not just what you're leaving behind. The podcast is absolutely doing that. The podcast could live on for years and years and serve your audience. And then that creates a ripple effect, right? Like, you serve your clients, they're serving their clients, and that's also a Legacy. It's so beautiful.

I'd love to go into this idea a little bit more. And yes, I'd love to talk a little bit more about how you're whittling things down and sharing that. And that kind of leads to the next question. We're talking about Legacy Brands. You've been through the Legacy Brand Method process. You have a Legacy Brand. A big

piece of that is that people shift and evolve, yet the core of the brand stands true over time, rather than reinventing the wheel every two years. As entrepreneurs, I feel like we're always shifting and learning and growing.

So I'd love to hear it in your voice, why do you think having a legacy brand specifically is important?

ELAINE: Well, because like you said, we shift and change not just as a business, but even as individuals. You may realize one day you don't like chocolate anymore and you now love salted caramel. I'm just trying to give an example. Or you just get older and you realize you're lactose intolerant and can't eat ice cream anymore. But the same thing comes in your business. And so I'm happy to share my evolution. I'm going to be in my fifth year in business in July 2022. When I was working with you, Tiffany, I was probably in year two in my business. Call Your Dreams is always going to be the heart of it. For those that can't visually see it, my logo is literally a heart. Tiffany did a beautiful job visualizing it where half of the heart is C and the other half is the D, so Color Your Dreams. I had an offering where it was called the Aligned Legacy Mastermind while I also had the Call Your Dreams events. I had two different things going.

Tiffany actually instilled this in me while we were in Tulum (Pre-pandemic) and said, "I think you're going to have a higher level offering. What's going to happen when your clients become more advanced? What are you going to do with established entrepreneurs?" So then I had three offerings. I'm also a career coach so I had a fourth offering, Creating the Call Your Dreams family for career coaching. (If you're not following all of these offerings, that's completely fine. That's why I wanted to simplify it.)

In the past six months, I had to be really honest with myself on where my energy lights up. Where do I get the most excited? And my signature program, the Aligned Legacy Mastermind, was no longer something that lit me up. I created my higher level Inner Circle, which at the time was called Legacy Lifestyle. I love working with those folks.

What is interesting is I'm about to launch my podcast episode tomorrow, saying, "I'm just focusing on the Inner Circle, getting rid of my Mastermind, working with just established entrepreneurs..." And I was freaking out a couple of weeks ago. So I messaged Tiffany, and we're good friends. We viber and do weekly calls.

I said, "Tiffany, I spoke to my lawyer, and I can't keep Legacy Lifestyle because someone else trademarked it. What do I do?" And Tiffany made it so simple and responded, "Why don't you call it the Color Your Dreams Inner Circle?" Like, oh, my God, that is so simple.

What's interesting is I made stuff complicated. There were four different offerings. Now it's just the Color Your Dreams Inner Circle. When I have the retreats: the Color Your Dreams Retreats, the Color Your Dreams events, my Call Your Dreams podcast.

I am known for Color Your Dreams. Also, I hope what you guys are picking up on is the importance of trademarking. But even though I didn't get that trademark, it was actually a blessing in disguise because it made my business more simple.

TIFFANY: It is such a true testament of what we're trying to do; not only creating a legacy with our business, but creating a legacy brand that allows things to shift and change while the core of who you are and the core of your business is always going to remain the same. And when you can simplify, it just makes everything in life easier.

I'd love to talk a little bit more about the top tips for those listening on how they can begin to infuse the idea of legacy into their business. You've mentioned the ways that you do it, but are there certain things maybe that you share? Not that I want you to give all of your tips away, of course, but maybe you share with your Inner Circle member or others. What are some other things that we can think about in building our legacy? We mentioned giving back. We mentioned serving our clients. Is there anything else that you would share, whether they're brand new and they want to get it right from the beginning, or sometimes we have seven figure entrepreneurs that I've rebranded and they never really really got to their roots in what they're doing with their business.

I feel like when we get to our roots, like you did so beautifully when we created the Call Your Dreams movement, that's really what's missing. So does anything else come up that you could share?

ELAINE: This is going to seem like a simple answer, but it's true. People think, "Oh, I need an Amazon Prime, an app or things like that." But something I've done that my CFO has encouraged me to do is to look at my numbers weekly. I call it generational wealth dates. I changed the term because I don't love the word budgeting. It's on my time. It's every Monday. Maybe you've heard it as what other entrepreneurs call CEO days. But it really is my time when I look at my numbers and I really do check in mentally and emotionally. And what I want you to hear and take away from this tip in particular is the pause. It's important to pause frequently. I do recommend once a week but if you're like, "Elaine, I can do it once a week" you could do once a month! Whatever consistency works for you to pause. However, I will encourage once a week.

Here's why we pause: we can see what's working and what's not working. We can look at our numbers from the perspective of what is in alignment and what is not in alignment before it becomes a big problem. This is the reason why I got rid of all of my programs and I'm now focusing on my Color Your Dreams Inner Circle. I still do one to one but I've actually been planning this for six months. This was not an emotional reaction. This is something I've been very intentional about. I was waiting for the right timing. Contracts just happened to end. The clients that remained in the mastermind are now going to be in my Inner Circle. I just ended a beautiful retreat. It was like a coming out party of how I'm simplifying my business. I have a podcast episode dropping tomorrow and it came with intentionality. For another example, I used to have an accountability coach in my Mastermind and then I really had to pause, ask questions to myself and others. I don't think this is what my clients need. And now I created an accountability system where each of my clients has an accountability document. So it has evolved. I know

it's a big change. I'm going from so many services to one. But when you take time to pause, you can see the small little steps you can change so that it doesn't become this overnight nightmare. Because things don't happen overnight. They kind of creep. It's not like you gain 10 pounds the next day. That kind of happened because the holidays happen, right?

TIFFANY: I love that answer. I do the same thing, looking at the numbers. And I have to admit that as a creative entrepreneur, a visionary and someone who is always looking forward, I did things as they came and didn't really pay attention to my numbers for quite a long time. It wasn't until I did my CFO's brand and really was like, "Wow, there's something to this." Taking that pause and being intentional, whether it's having a CFO in place or not, the numbers don't lie. Numbers tell a story. And so if you're not showing numbers in one area or you're doing great in one area. It lets you know to double down on what works. Why have things that are complicated, if the things are working, you could just do more of?

ELAINE: If you're being triggered by the words numbers and budgeting. And you're like, "I didn't create a business because of money." I also want to say numbers have a spiritual aspect to them. What you measure, manifests. And money comes from the word current, which is like currency. Just like how water flows, money is always meant to move. The cleanest water is at the top of a waterfall when it's going through the rocks. So when I pay for things, mortgage, rent, car, I'm like, "Yay, money's going out. I can't wait for it to come in." When looking at your numbers, it's not just what's in your bank account. For example, when I launched my Mastermind at the end of last year, it was actually reaffirming. At the end of my launch, I had Inner Circle clients coming to me, not beginners. I say that because your intuition is always going to be right. And what happens is you'll get a feeling that something just isn't working. Then you'll look at your numbers. Then your numbers are what can validate your intuition and give you the confidence to make a decision.

TIFFANY: That validation, I think, takes away so much of the fear that we feel as entrepreneurs. It feels like, "Yes, of course I want to leave a legacy. Of course I want to do these things." But then there's the daily limiting beliefs and fears and things that come up. They're always going to be there, and they're going to be there in new and different ways as we shift. But not only is it validation, I love that you said that, but I feel like it's also just a really great confidence builder. It can confirm your intuition and help you trust that more. It just makes you feel so much stronger about the decision. For instance, I'm taking a two month sabbatical this summer to just go on vacation and do some more trainings and do all the things. I was kind of freaking out. I made the decision, and then I was like, "Oh, my gosh, I have a team to support. And will I have enough money coming in? And all the things." Then I sat down and looked at my numbers, and found that we did really great on the last launch, and we're also booked out through September. We're going to be totally fine. Maybe I won't make as much as I could, but it ties back to what you just said about pausing too, right? Not only the weekly pause, but I realized for me, it was just time to take, like, a good chunk. I know I'm going to come back so much stronger and so much more aligned and creative by having that space.

ELAINE: We go into the hamster wheel of doing all the things but if we're not pausing to ask ourselves the question of: do I really love this? Is this what my clients really want? Then we're going back to the nine to five job that we left.

TIFFANY: So true. And if you're not doing what you love, then it shows energetically, right? People see that. I think a lot of people wonder why maybe they're not getting the clients that they love or they're not getting many clients at all. A lot of times it's energetic because they're not excited about the work or they're doing what they think other people want. It's so easy to look online and follow what other people are doing, or follow what we think we should do, or what others tell us to do, rather than following what we know in our hearts is the right thing to do. And sometimes that's taking big risks or shutting down programs. But how much better will it be once you're in alignment? Like, then everybody's happy, right?

ELAINE: Yeah and people can feel it. I mean, the only algorithm we need to stay focused on is our energy. And as we're talking about numbers, I just want people to know I was 55 thousand dollars in debt in my first year or two in business. So it's really important for me to pause to really check in with myself, look at these numbers, and ask myself these questions. Tiffany and I are really good friends and we talk about this. We both make multi-six figures but I'm not in a race to hit seven figures right away. I care more about having a really holistic, abundant life. I realized since the start of this year, I've been going on vacation every month. That's abundance to me.

TIFFANY: Absolutely. It is so easy to bring on debt when you first start the business because you're investing in all the shiny objects and you're trying to figure it out. So if you're in that space right now, keep on going, you will get past it. You will be amazing. It's so much about getting your messaging right and being in alignment. I was in a similar space, but in just a few years, it can totally shift if you focus on your why, creating that legacy, and serving people well. All of those things add up.

The flip side of that is: I've worked with seven-figure entrepreneurs, and they get so burnt out and stressed out. Not all of them. Some of them have it set up very simply and it's abundant and beautiful. But there are a lot of times where those people rebrand because they've built something that's not truly sustainable for the long run and it doesn't feel good anymore. And so sometimes it's good to shift that energy and rebrand or pare down. So it's really a space of, like you mentioned earlier, just really seeing what you love and what's an alignment and how can we serve?

I mean, the industry is changing so much and I think a lot of people are reevaluating right now. People are reevaluating what they're offering. They're asking themselves what do people really want? What do people really need? Because there are so many offers and things out there in course graveyards. Not to say that there's not tons of valuable courses, but there's also not always a high level of integrity, and there are some people out there who are not really offering what they say they do. And so if you are a person who comes at it from a place of heart, legacy, impact, and really doing what's best for you and your clients, not simply to just get to seven figures as fast as you could. That's really the sustainable way to build and grow over time.

ELAINE: And also, what can we do to add more things in our toolbox to support our clients? What personal growth can we do? I'm a business and career coach. Tiffany does branding. But for example, I know you, Tiffany, invested in learning NLP. I haven't even shared this with you yet because I work with women of color and allies, but I'm going to start doing a trauma-informed certification because I'm finding a lot of my clients sharing very personal, deep things. And I want to make sure I hold space in an ethical and moral way for them to be able to do that. So often we think I need to invest in something that's going to get me more money. (Because of capitalism.) But it's like, what else can you invest within yourself? What tools can you do to grow and to even provide more depth to your clients?

TIFFANY: Absolutely. So good. Wow. We kind of went off on a little tangent there, but I loved it. It was so good. And I would love to just wrap up with a few final things. I wanted to ask if there was anything you could share that has been difficult on your journey that you overcame because your focus is on bigger something than yourself. So I feel like you've already answered that in some aspects but I think it's so key because often times we're so focused on the highlights and the loveliness of our businesses, but we've all been through difficulties. So I want people to realize leaving a legacy is a long game and there are ups and downs to entrepreneurship. It's really helpful to hear other people's stories because it's important to remember, if you're going through a difficult time, the only other opposite is to go back up. Right. So I would love to hear that.

ELAINE: I just shared how I went from having all these offerings to having one. And I'm kind of in the thick of that, like coming out with it. I'm community oriented. I come from the nonprofit sector, former grassroots organizer. It's difficult actually balancing what my community and audience wants versus what I really want in my business. I'm such a giver. That's why I had so many offerings. I'm like, "Okay, you want this? I'll create it."

Another one of the things we do as you scale is you should be time tracking. Look at your time, look at the systems, your energy, the team like, "Oh, my gosh! four different programs, four different systems." It's just different for each one. And asking myself that question of, okay, I really want to work with established entrepreneurs. I'm just going to own this if I meet anyone else, otherwise they're going to work with me one to one. But it's established like coaches and consultants. And that's what's been difficult. My journey, like balancing what do people want versus what I want.

Right. And making sure that it is aligned to your values. So it's interesting because I've gone through the legacy brand process with you. I went back to my heart, as corny as that sounds, for those of you that can't say to the Color Your dreams, it's so simple now. It's simplified. It's Color Your Dreams podcast, Color Your Dreams event, Color Your Dreams Retreat, all within the Color Your Dreams Inner Circle. It's easy.

TIFFANY: So good. Thank you for sharing that. And I hope that was helpful for everybody. I truly think that is such a piece of gold because again, we think we want to please others and yes, we want to serve those people. But if you focus on what you love and what you're excited about, then that energy is going to attract the right people. So that leads to my final question, which I feel like you've already answered

this too in some ways. But I'm still going to ask it. What are you most excited and proud about creating or doing that will stand the test of time?

ELAINE: That I'm honoring my ancestors' sacrifices by doing this life of choice. I'm not saying because I'm an amazing business owner. If I want to be the best burger flipper, great, I'm the best burger flipper. But I'm most proud of that. I had this luxury to have this life of choice, to do what I want. And I wouldn't be here if it wasn't for all the generational sacrifices made before me. That's going to stand the test of time for me and for all the generations after.

TIFFANY: Absolutely. And you're also really encouraging all of your clients and others and followers to do the same. So beautiful. Well, thank you, Elaine. It was such a pleasure as always chatting with you and let us know quickly how the audience can follow you. It will be down in the show notes, of course. And then we can wrap up for today.

ELAINE: Yeah. So I have my own podcast that you can listen to called Color Your Dreams Podcast. So much easier it is to just say one thing? So that's one. Two, I do a weekly newsletter every Monday sharing business and care tips and just fun gifs. So if you want to join that you could go to ElaineLou.com/join. And the third thing is. If you want to follow me on Instagram, it's [@ElaineLou_](https://www.instagram.com/ElaineLou_) and it's all in show notes. So thank you, Tiffany.

TIFFANY: Remember, if you're not consciously building a legacy, you're simply building your brand unconsciously. I hope this discussion with Elaine inspired you to take action even if it's simply just moving the needle 1% towards the direction of your legacy. Because if we all focus on making an impact, the ripple effects we have together can truly make a difference. So 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?