

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 5
Live A Legacy To Leave A Legacy

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 to the last episode of our first theme of The Legacy Lounge Podcast! Of course, this first theme had to be Legacy. With all of my work with entrepreneurs, when we uncovered their values, the most common values tend to be freedom and abundance. Now, these two values can mean very different things for each person as we have very different and unique perspectives.

But today I wanted to dive more into abundance and how it ties into your Legacy. Because if you're mission-driven like me, not only do you want amazing abundance for your own life, you want it for others as well, for those you serve, and the world at large. If we can provide abundance for others, that surely leads to legacy work.

Here's what I want you to know: abundance is directly tied to the value you provide and the difference you make in the world.

I'm going to repeat that again: abundance is directly tied to the value you provide and the difference you make in the world. And often the things that are valuable in us, are our blind spots. We tend to believe that the things that are easy for us, the things we love, the things we would maybe even do for free, are not valuable to others or not as valuable to others because they come so naturally to us. These are things I like to call your superpower. They are fun, enriching, and satisfying.

And most of us have this ingrained belief that we have to work hard to provide value and create abundance. I surely grew up thinking this way and worked very hard to get to my creative director role,

climbing the ladder in corporate and gaining my financial success earlier in my career. I'm curious if you have the same belief, or perhaps you used to. However, when I started my branding and design business, I had a harder time believing that helping people get the clarity they deserve, the confidence in their brand, that people would want to pay enough for me to replace the salary I was making before. I didn't clearly see that value.

So it wasn't until I realized that the things that come easy for me, and that I truly love to do, the things that bring me joy, are valuable to others who don't actually have those skills. So they're truly valuable beyond belief.

I know the same is true for you.

Then, the problem became asking and charging for that value. Often the belief of not being good enough, or imposter syndrome, may lead to charging not enough for the value of what we provide.

And even when we are an expert and amazing at our craft, we oftentimes don't charge that value. So this is not a talk about self worth, pricing, or money blocks today, yet I wanted to bring this up for a reason. So stick with me. Whether you're still struggling with charging for your value or you have overcome that, and you really do charge for the value you bring to the table.

I want to have this conversation around value and abundance because as I said earlier, it ties directly into our legacy. And if we're playing small or not seeing this as a legacy matter, we're not going to realize the true abundance we crave, which is much more than simply just a monetary value. And you know it takes courage to step into entrepreneurship. And if you have a deep passion for what you do, it will keep you going. Yet over time, if you are not reaching your full potential and the goals you set for yourself when you started, or you're not reaching those milestones of not working as hard, it can truly start to wear on you, or you might reach these financial goals yet still not feel fulfilled.

It's been almost five years since I left corporate and about three and a half since I fully stepped into my business full time, yet it wasn't until the past year or so until I fully owned the value of my work. And I share this with you because once you truly understand the value of the unique way your business serves people and are able to articulate it, that is when you truly are able to create abundance fully, financially, emotionally, regarding time, relationships, and really all areas of your life. I fully realized this for myself, and I help clients do the same.

So I wanted to take the time today to let you know that when you truly connect to that value that you're bringing, and when you can speak to the results that you create, everything will shift.

So I want to talk to you today about what is your expertise and your value. Do you truly know? My guess is that you may be giving a lot of value away. Or perhaps you might be hesitant to step into your role as an expert and truly claim your worth. Or perhaps you do charge for the value that you bring, yet you have not yet looked at it through the lens of your legacy.

I want to invite you to do a quick exercise I've put together for you so you can shift into your legacy work and full abundance. Before I give you the questions, I want you to first make sure you have a pen and some paper, so you might need to pause. Then I want you to make sure that you're thinking about these questions and answering them from the perspective of your current business. What results and outcomes have you created for your clients? Take your time and write any and all answers that come to your mind.

These questions are designed to help you to be less dependent on money as a source of wealth and abundance, and begin to experience abundance much more deeply with ease and flow. Let's see if you can come up with at least three answers to each question. We will also have these listed in the show notes for you if you'd like to see them visually.

Question number one: What are you an expert at and what do you know more about than most people?

Question number two: What are your skills and abilities? What do you do better than most people?

Question number three: What have you accomplished up to this point that other people respect and admire you for?

Question number four: What things do you currently have that other people would love to have?

Question number five: What do you currently do for free that people would pay you for?

If you are just starting out in business, this may be an exercise that you can't quite answer yet so do the best that you can with what you've done in the past.

If you've had your business for a few years, you should be perfect. And if you're a seven-figure entrepreneur, that's fine too. There are still gaps that you have and you probably are charging the value for your worth, but you're not yet looking through the lens of your legacy.

Ok, so now that you've answered these questions in the context of your current business, I'd like to challenge you and ask you to do this exercise again.

So just bear with me. But this time I want you to ask these questions as if you were answering them a year in the future. So a year from now, you look back at the changes you've implemented in your business, your life, all the things that you've learned and who you've become as a leader in your business and in your industry. How would you answer these questions? Now, I'm asking you to stretch yourself here a bit.

If you envision yourself working in a completely different form, capacity or industry, that's okay too. There's a lot of people shifting these days. Whether you're shifting out of corporate into entrepreneurship, whether you're a seven figure business owner and you're taking away certain offers and becoming more

in alignment, or perhaps you were a copywriter and you now want to become a course creator. Whatever that is for you, it may shift. So answer those questions from the place you want to be. And/or if you are on a path and you love it, you just want to make sure that you're flowing in more abundance, see what comes up for you there, and then meet me back here.

Alright, nice work. So I hope by doing these exercises you've begun to connect more to your unique value on a deeper level. And with that, I want to shift gears for a moment and ask: Have you noticed that in the online space (if you are in the entrepreneurial world like I am) there's quite a bit of complaining and it's toxic. People saying that the market is saturated, there is so much competition, how clients don't have budgets, and on and on it's pure scarcity and victim thinking. Because the truth is there is enough for everyone.

I truly believe that there are billions of people on the planet and I believe collaboration over competition. So yes, there is competition. And yes, some people may not want to or be able to pay what you charge for your value. But here's the thing: It's not a reason not to use your creativity to stand out from the crowd with your expertise and attract the clients who are more than willing to pay for the value of the work you provide and to be the clients who help you create the foundation for your legacy.

Generally, these people who complain do not see their own value and may have the belief that they are not good enough. Complaining makes them feel better, but brings no results.

So here's the really juicy thing: the person or business is powerfully positioned when they have a message that is clear to the value that they bring to their clients, and it's branded and marketed in a creative way. When that's the case, there is no competition. You become one of a kind when all these things are in place, the right clients, the ones you want to work with, begin to knock on your door. Instead of you chasing clients down, they're drawn to you. You simply have to do the work to create a path for the abundance to flow into.

That starts with the exercise we did today. This is truly the deep work that people do not do to create their Legacy Brands. I wanted to bring that up because not only do you need to understand your value, you need to own your value, and you also have to be able to communicate your value to have the true abundance and flow and ease in your business—and in your life!

I've seen the amazing results not only with myself, but with countless clients. True abundance comes when you stay in your lane, stop worrying about what everyone else is doing and thinking, and position yourself as a true expert.

You have to take charge and claim it. Nobody else is going to give you permission, and nobody else is going to do that for you.

As we wrap up today, I have one last challenge for you that could truly help you get more clarity on your value so you can begin to weave it into your brand.

This is an invitation. You don't have to do it. But if you do, I promise it will assist you on your journey to your legacy.

What I want you to do is to ask others—people that you have worked with already—one simple question: what do you find valuable in working with me?

Now, I know this feels awkward, so you can blame it on me. Say a branding expert suggested that you ask. I suggest asking it in person, on the phone, or on a Zoom call so you can actually have a conversation around it. Again, I seriously believe in this. It's something that I have clients do. Hearing these words from others will make a massive difference in not only how you view yourself and your value, but it will provide some unique language that you can actually then weave into your brand.

I have clients that often say, "oh my gosh, I don't want to ask people, I don't want to take their time." Literally, it's one question and it could totally change the trajectory of this conversation around your value.

Speaking of value, I've just given you a lot of really valuable tips, much of which I typically only share with my clients. But this is my portion of my own legacy work and I simply love to share this knowledge with you. I hope it's been impactful and valuable. If you've found that it has been, I have two really quick, simple requests. Number one, I would love for you to leave a review on this episode. Let us know how it impacted you, what value has it brought to your day, to your business?

And number two, subscribe. And stay tuned because we are just getting started with this journey. I'm so grateful to have you here with me.

I'd also love to hear about your experience this month. If this is the first episode you've listened to, I encourage you to go back and binge the first four episodes as they all work together as a monthly theme and you will get the most value if you consume it all. This will be the cadence of this podcast.

If you know me, I do not follow trends and I like to do things differently. So when the idea came to me for this podcast, I knew that theming these months and really providing the most value came with each episode of each month building on each other. Each episode is only about ten to 15 minutes long, with the exception of our guest expert chat with Elaine Lou, who is creating her own legacy by serving as a career coach for women of color and their allies (which I definitely suggest you check out that as well). So it really won't take a ton of time to truly begin your journey and transformation from simply being an entrepreneur into becoming a legacy leader.

So thanks again for joining me on this journey and we'll see you next time.

OUTRO: That's it for this episode. Thank you for listening to The Legacy Lounge Podcast. Connect with me on Instagram @tiffanyeumancreative 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?