

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 11
Legacy Leader on Vision: Tarzan Kay

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 NEUMAN: Hello and welcome to the Legacy Lounge. I am joined by the amazing Legacy Leader Tarzan Kay this week, and this month's theme is all about VOICE. Not only are we going to talk about how to find your voice, what is a voice in your brand and business, but Tarzan is an email marketing expert who is going to teach us how to sell big with truth infused, more addictive than Netflix, story-based emails. And her online courses teach online business owners how to make consistent sales through email without using harmful persuasion strategies.

We're really going to dive into, not only why your voice is useful, but how to use it in email. Tarzan truly is an email star. She's amazing. I've known her for quite a while, so I'm super excited to dive in and for Tarzan to bring all her juicy value to you today.

Tarzan, thank you so much for being here.

TARZAN KAY: Thanks for having me, Tiffany. I'm just remembering, as you said that, that I feel like we started our business at the same time. We had this mastermind group in 2016 and we were such babies just trying to figure out what we were doing. And here we are, six and a half years later. Wow, I'm congratulating both of us because most businesses actually don't survive this long—and here we are surviving and thriving.

TN: You're right. Thank you for that reminder. Yeah, I was still in corporate at that time, too. I was like side hustling for a couple of years, so I love it. So true. To see all the EBS and flows and changes since then is

so cool. It is so awesome to have you on today and to remember back in the day. So I always start out by asking people, what is legacy? I'm all about legacy in the Legacy Lounge. What does legacy mean to you? And why is it important? Six years later, looking back as you look into the future where you want to take your business from here.

TK: I think we can talk about legacy in a lot of areas of life. But for me, something I've realized throughout my career—I've been a copywriter and an email marketer and it's taken me six years to realize and actually to remember that I am a writer. For me, my writing is very much my legacy in my business and in my life. My writing is what I will leave behind. My writing is how I'm able to make an impact in my business and how I'm able to really put forth the mission of my business. It's really email marketing that allows me to be a writer. So I think my legacy is unfolding in many ways in my business.

TN: That's amazing. So good. I love that it ties exactly into what you do, too.

Let's dive right in and talk about this month's theme, which is VOICE. (And I'm going to have episodes on VOICE after this as well, if you're listening. So make sure to keep tuning in to really dive into VOICE specifically.)

But email, like Tarzan was just saying, is such a huge piece of any business and if you don't have your voice nailed down it's really difficult for you to experience success in general because your brand is based a lot on your voice. So I'd love to hear from you, Tarzan, f as a copywriter and as an email strategist, what does voice mean to you? Voice can be confusing to folks sometimes. For example, some people think, okay, I just show up and I talk. Is that my voice?

TK: Yeah, that is your voice. For a lot of people, especially when they come from corporate or they have an academic background, a lot of the voice that comes out feels really contrived and like it's supposed to be something.

The first thing I want to say about voice is everybody has one. You are born with one. Even people who don't speak have a voice. It can get lost, though, in trying to be something—especially with personal brands trying to look a certain way or project a certain amount of success online—that sometimes the voice gets a bit lost in that quest to sound like someone that is not you. What I found with my students in my email marketing program (Email Stars) is the thing that really shifts and makes people's emails really pop and sound full of personality and sound like a real person is when they actually allow themselves to be who they are and speak how they do in everyday life.

So, that's the first thing: we're all born with one. You already have one. You don't really have to develop one or make it something. However, voice is something that gets stronger the more writing you do. And a lot of what I have noticed—and this is one thing I really love about email marketing—email marketing is like writing that you have to consistently do every single week for basically the lifetime of your business. (If you're the person whose job that is, eventually you could outsource that.) But it's something you have to consistently do. And the more you do it, the more you develop your voice.

It does take practice to allow your own voice to really shine through because you're trying to do something. You're trying to create a marketing message, you're trying to write something that will appeal to people. So it takes a bit of practice for that voice to come through in a way that feels more effortless. So A, you have one, and B, it will come through over time and with practice.

TN: Yeah. I so relate to that. I remember coming from the corporate world, also being a professor, and so some of that still is who I am. I'm fairly serious. I tried to be funny when I first started my business and I realized that that is just not who I am. Why try to be something that I'm not?

So I have so many people that come through the branding process, and have no clue about what their voice is. It's so easy to get disconnected from ourselves, from our past, or being a mom, or being all the things. Right. And so that's one of the things I love to help people with, too, is to dive back in and do the deep work to uncover who you truly are. I always say that branding and figuring out your voice is like a self development process, right?

TK: Absolutely. Yes, completely. And just for some practical examples of voice in my business, I have a brand voice guide. I can give that guide to a copywriter or content creator, or we can use it internally. It's like basically my voice codified, and there things you find on there are certain slang that I often use, how I like to punctuate things, how I play with grammar, etc. It could include references that I come back to a lot, including cultural references. For example, I recently just watched the whole Game of Thrones series so there's a lot of Game of Thrones that came through in my writing, but certain cultural references come up again and again and again. I refer to my religious upbringing. I refer to my use of psychedelics. There are a lot of themes that come through again and again. That's part of my brand voice, and a lot of those things come through with time. So it is the more you practice, I think, then you can sort of reflect on it and see what comes through a lot for you.

TN: Yeah. I'm glad you mentioned that, too. One of the next episodes, actually, I'll go fully in to how to create a brand style guide and how to pull it out. That's a lot of what I help clients do as well because then you can outsource it and it's so amazing.

But I really do want to now move into the email, which is like your area of expertise. First of all, how does email affect someone's legacy? You said it yourself, it basically is your legacy. But how is it a part of legacy in your business? How can you use email in your business? And why is it so important to be focused on email as opposed to something like social media where it feels like everyone's attention is?

TK: Yeah, I like social media but if I have to choose, I choose email. But I know people that do social media really well.

I personally am not actually great at social media and there are a lot of reasons why I love email. First thing is the ROI on email is clear. It is well documented. Email has 3600% return on investment at a minimum. Another way that people will say that is like for every dollar you earn, it's outrageous. Like the

return on investment in email is clear and specific. I can see that when I send a certain email, it goes to this many people which leads to me making this percentage of sales. It's a lot more predictable than social media. But the other thing for me, is my process with e-mail. I send two emails a week to my list and I write those emails on Monday. I write them in a Google Doc. In that Google Doc. I also keep ideas for the month and things I want to write about. It's kind of a container for holding my ideas. I write them in the doc, someone else loads them. It used to be me.

However, even just difference between being on social media where there's like 800 things flashing at you at all times and creating this bite size content which is fun—I love Tik Tok, I'll do TikTok all day, watch TikTok all day long, it's a great place—however, compared to a blank document where I'm looking at it and I actually have to think about what my message is and what needs to come through today. On the other side of that, on the receiving end, replies to emails are vastly different than comments on a social media post or even DMs on Instagram. Because again, social media a very fast moving space. Email is different. When I think about the quality of replies that I get to my emails and the relationships that I have built in the inbox.

I am a storyteller and my emails, they tend to be quite a lot. I share a lot, I share deeply. They can sometimes be a bit shocking. There's a lot, they're very meaty and they're very honest. And my subscribers reply back in kind and the relationship development that I've been able to do is just really phenomenal.

I think email is such a humane space where you can really connect with people and build relationships in a way that I don't think any other platform can offer.

TN: Yeah, that's so true. So speaking a little bit deeper on email, I'd love for you to talk a little bit about for those people who maybe are like, well, I don't even have a list yet or I have a really small list. How many people do you think really need to be on a list to make it worthwhile to have those interactions, to have all of those things? I think a lot of times, just like on social, people think, "oh my gosh, I need a million followers to be valid." What is your take on that or email?

TK: Well, I think the premise of the question is a bit flawed because it makes it seem like you build your list and then you nurture your list. Actually they have to happen at the same time. If you're not nurturing the subscribers that you're adding to your email list, your list growth efforts are futile. You are just going to end up scrubbing those email addresses from your list six months down the road because they're not engaged.

So really, I think nurturing, having a process, and being committed to nurturing your email subscribers actually starts from day one, the day that you start list building. Whether you have ten subscribers or 1000 subscribers, it does not matter. You start nurturing when you start list building, and that's really critical.

I also think, though, that it takes some of the pressure off because people can take their emails way too seriously. Even me, I think every email I send has to be the best and the funniest and have the best story.

But sometimes I just have to step back a bit and be like, you know what? This email today is a B minus and I'm just going to be okay with that.

So when you only have a few subscribers, that's your training ground. That is time for you to develop your voice, to develop what your message is, what the legacy is that you want to leave with your writing. A lot of that will come through with time. You don't have to figure it out right away. But I think it's easier to be a little bit messy when there are only a few people watching.

It's also easier in the early days. When I think about small list versus a large list, it is totally relative. What I used to think was a large list is what I now have and now I think it's a small list.

So I have about 13,000 email subscribers. I will say that in the days when I had a smaller list, I would almost say I liked it even more. My relationships with my subscribers were even more intimate. I could spend more time getting to know them and that was really important. I have seen over and over the value in that. For example, I have done promotions where I'm "competing" to sell the same product with someone who has ten times or even 100 times the subscribers that I do. But we end up making the same number of sales. That really is possible because with a small list, you can be so highly attentive during the sale and after the sale. In my days of having a small list, I felt like my small list was my superpower.

TN: I love that. I love that reframe of smallest being a superpower. I think people are like, "well, nobody's even there, do I need to email them still, how often should I be emailing?" So that's a really good question too.

What if somebody maybe feel like they ghosted their list a little bit? They have a small list, they haven't been nurturing it. What would you recommend to those people?

TK: I really think you can just pick it up and keep going. I don't think it has to be complicated. I recognize that for people who haven't emailed their list in a while, it feels like it's a big deal. You might treat that first email like it's a big deal. It's really not a big deal. Some people may have noticed that you were missing for a while. They probably don't know how long it's been. And really, you can just pick it up and keep going. You don't even have to offer any explanation if you don't want to. You can, but I would recommend just saying:

Hey, here's how you got on this list, if you don't want to be here, here's the door. (And that can be the unsubscribe link.) This is what you can expect from me going forward. And then make that your commitment to emailing your list and doing what you say you're going to do, which is how you build know, like, and trust factor. However many people you have on your email list, whether it's ten or 150, now you have that number of new accountability buddies to hold you accountable to do what you said you were going to do.

TN: So good. Another great reframe for people. I think it's so important to think about the know, like, and trust factor too, as far as your brand is concerned and building it, even if you're starting out or you really

haven't nurtured it. Like you said, if you're not getting yourself in front of people, how are they going to get to know you? If you're wondering why your sales aren't working, it's probably because you're not nurturing. It all goes back to that.

I feel so similarly to what you said earlier. I'm on social as well, but it feels so much more powerful to send those emails and get those responses. It's just so much more intimate. I love that.

The other thing that I wanted to bring up since we have a few more minutes left, is you've really been talking a lot about persuasion strategies and doing less harm in not only email, but just in marketing in general. That's something that I think hasn't gotten enough attention. I think there are certain people talking about it, but I've definitely talked about coming to business from a conscious angle and really not using some tactics that necessarily have been used a lot in the past.

I think the industry in general is shifting right now. I can feel it. I think a lot of people are feeling it. I'd love to hear your thoughts on that.

TK: Yeah. So I'm trained as a copywriter, and for copywriters your first lesson is in persuasion. What's interesting that I didn't learn until many years later is the principles of persuasion—urgency, scarcity, liking, social proof, authority, consistency, I might have missed one—were codified by Robert Cialdini in his book *Influence*. He actually wrote that book for consumers so that we would know when someone was using our social conditioning against us.

What's funny is the marketing world took those principles and turned them into a marketing system on how to leverage people's impulses in order to make them buy things. I didn't know that. I just knew persuasion. This is how you persuade people to buy your product. I used all those tactics, and I didn't consider the impact of taking away someone's ability to think critically about their decision making. That's where I think the harm is done, getting people to unconsciously reach into their wallets and give you thousands of dollars because your marketing is like an itch that they just have to scratch. There are those of us who can recover quickly from a poor spending decision because we have greater access to credit and job opportunities and all those things. But there are the more marginalized people in our society that will not. That's where I think the use of persuasion really becomes an issue of social justice.

Those pieces have been coming together for me for a number of years. And over the years, I have also begun to rethink how I use persuasion. It doesn't mean that I never use those things. I have countdown timers and I have limited time offers. I still use those tactics. And I think all of those things can be done ethically. It's more about being conscious of how much persuasion is used, because when you use people's conditioning against them, you actually take away their ability to think critically. We just have to be careful. And for us, that might mean I'm okay with using more persuasion on lower priced products. But when it comes to anything that's \$1,000 or more then I want to have a longer launch window for people to make decisions. I have fewer expiring bonuses, even though theoretically I'm okay with it in certain contexts. I don't do fast action bonuses on webinars because that's making people make a \$2,000 decision in 20 minutes, which I personally would just never do.

I always let people know what's coming. I always make sure my email list knows when a cart will be open because it's been months of me telling them, email stores opens on June 9, it costs \$1,500, there's a payment plan available for 250, there's no Mark up, etc. If we did have a bonus, we would say, something like, "if you sign up in the first couple of days, you'll get some special bonus or something." If we're doing something limited time, we also give people that information ahead of time so they can think it through and they can know whether or not they actually want that product and can plan to purchase it during that time frame.

We're still figuring it out and I change my mind on things, too. Like, there are tactics that that I used to do, and I was like, I'm not doing that anymore. And now I'm like, oh, actually, I think I'm okay with it in this context. So I'm not here to say X is bad, Y is good. I'm here to advocate for people making more intentional choices about how they use persuasion.

TN: I love that. I'm so glad that we went into that, because I think, again, there's a shift happening and there's no black and white answers right now. Just having a conversation is the first step to really start thinking about how we're using that in all of our marketing, but especially in emails and on webinars and things like that.

I always trust that the right people are going to show up at the right time for what they truly need, and it's up to us to do that and give the value back to them as well. Thank you for going there.

So anything else about email? You just mentioned Email Stars. What are you most excited and proud about creating or doing that will stand the test of time and create legacy in your business and to truly cement your voice?

Again, the rest of the month, we'll be going into VOICE so much deeper. But that's why I wanted to bring you on. I love that email really is a place where you can connect, especially for those of us who don't love showing up online. I'll be completely transparent, my team does most of my posting. I just don't like social media. I don't love showing up all the time. I like being behind the scenes and promoting other people's brands more than I like promoting myself.

So email is a great space to use. Like you said, practice your voice use your voice, show up, you don't have to say it and be seen. At the moment, you can really pour your heart out there. So anyways, I kind of went on a tangent along with asking the question, but I'm just really excited for people to use email more and to rely on it more.

TK: Yeah, I think email is a really great space for us nerdy introverts who like to be alone in a quiet room. To me, that's what email feels like compared to social media, which feels like a loud party where I'm like, "Do I belong here? Where are my friends?"

But coming back to Legacy, I do really feel like my emails are my best work. And that's been tricky for me because people say that you should give away your best work for free, which I do. But by that they usually mean post it publicly somewhere. It means that my best content is actually gated. You have to sign up to get it. But I am enormously proud of what I do in email. I feel like my writing will live on, and particularly the impact of it, because so many of my subscribers are touched by it.

I get these replies all the time that they feel I've shared something with them and they feel brave enough to share something with me.

I had an incredible experience a couple of weeks ago, so I wrote an email sequence where I came out about having grown up in a cult. And not only that, but as is very common with people who are in cults, is they join other cults.

So I talked about growing up in a cult and other high control groups and situations that I got myself into after that. And I got an email from someone, one of my subscribers, that said:

"Thank you for sharing your story. It impacted me deeply. I didn't realize that personal development groups could be cults. And I've just realized that my family and I have been in a cult for the last six years, and I don't know how I'm going to get out, but I just wanted to say thank you because you really opened my eyes to something."

I was blown away. Of course, I got on the phone with this person right away and shared some resources and tried to give her whatever encouragement and help that I could. But that, to me felt like whatever sales I made from that sale sequence were great. (I needed sales. I need sales to run my business.) However, the impact on that person's life, that is Legacy, and I felt so incredibly proud. That's not like when you're talking about sales. Yeah, you need the numbers to get the big sales. You don't need the numbers to make an impact like that.

You can do that with five subscribers. You can do that with 50,000 subscribers. I just want to offer that to your listeners who have a small email list. The impact can be enormous because it's such an intimate space, it's a private space.

I would love for them to join my master class called SMALL LIST Big Profit on June 9th or June 11th. We have a few times to choose from because when we're trying to be time zone friendly. We have people from all over the world to our classes. This class is about the keys to doing email marketing and creating an impact, no matter what the size of your email list. In this master class, we do really focus on small list strategies, the sorts of things that you actually really can't do and don't really make sense with a big list because I just think there's so much opportunity there. There's opportunity for impact, there's opportunity for revenue, and there's opportunity to really find the joy in email marketing. And that to me, in terms of the legacy of my business. One of my favorite things about what we do is the number of students that walk away feeling like, really nourished and really proud of what they're doing with email, and joyful about

it because they're getting replies from their subscribers that say things like, "oh, my God, this is the best email I've gotten in weeks." Or like, "you're my favorite person in my inbox."

Once you start to build those relationships, it just like you cannot help but love this medium. I'd love for you to come and join me for this master class.

TN: Yeah, absolutely. So definitely, everyone, if you have a small list, take Tarzan up on this. Super excited, super valuable. Thank you for offering that to the listeners today. Check the show notes below for that sign up link!

That's really it for today.

Thank you, Tarzan, so much. I'm so glad we got to talk about how to use our voices, especially through email, because I truly believe in our businesses. Social media is there, but one thing we didn't even talk about is, like, you own your email list too, right? You can never own your social media accounts. That's a whole other expansion we could have gone down but I'm just really excited for my listeners because I know a lot of them do have small lists. Even if they don't, it's oftentimes they're torn between where to put their energy and I truly believe that email is a good place to put their energy.

Remember, if you're not consciously building a Legacy, you're simply building a brand unconsciously.

I hope this discussion with Tarzan inspired you to take action even if it's simply just moving the needle 1% towards the direction of your Legacy. If we all focus on making an impact, the ripple effects we have together truly can make a difference.

Tarzan, thank you so much again for being here today.

TK: Thanks, Tiffany.