

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 16
How To Create Your Legacy Making Value Statement

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:

"A brand's strength is built on its determination to promote its own distinctive values and mission."—Jean-Noel Kapferer

To many business owners values may sound like stupid mumbojumbo because their main focus is simply making cash. Yes, you can make a lot of money without focusing on your values, but if you want an aligned and integrated business and life, then you have to take the time to truly know your values. Otherwise you'll end up stretched thin and unhappy. Whether that means overworking working with clients that are draining as opposed to inspiring, or simply not feeling joy in your business. All of these things lead back to not living your values.

Last week on The Legacy Lounge, we dove into why values are so important in your business. I shared my own story of transitioning from corporate to the online space and how I literally had an identity crisis; I truly had to dive deep to figure out what my values actually were to be able to come back to center and discover who I truly was. This is common for all of the clients that I see.

We also talked about how often times we believe we need to mold ourselves into someone else or a certain way of being. We get told in so many different ways that we need to be a different person or to do something specific to create success. For insitance, waking up at 05:00 a.m. every morning to work out...The list goes on and on.

And of course, some of these items are valuable. Yet it's not how someone else does things that's important. It's truly what works for you. Your true goal in life is NOT to shape yourself into an ideal or some other person or the way someone else or society wants you to be. (And women, we have a ton of expectations put upon us. Am I right?) Your job in this life is to truly and fully discover who you already are and then step into it.

Our lifetimes often cover up who we truly are. Our true mission and purpose simply gets covered up because of all the noise from the world. So what we need to do is to begin to peel back the layers and to truly get back to your core. Only then will you truly discover your values and be able to create boundaries and live your values out.

Today's episode is a quickie but a goody as I walk you through the real reasons brand values are so important, and then share my tried and true method on how to create your own value statements that I actually use with all of my clients. We already discussed why nailing your values are so important for you as the business owner personally, but there are some epic stats that I want to share with you about why they are so important for your business growth. The truth is, your brand values couldn't matter more.

If you're not quite convinced, here's what brand values can offer:

Memorability: did you know the human brain takes just 7 seconds to make a first impression? Your brand values can help you craft a more interesting brand presence to capture your audience's attention.

Consistency: when you present your brand consistently, you can experience a 23% increase in revenue.

Profitability: conscious consumers are willing to pay 30% to 50% more for products and offers that have a positive impact on the world.

Trustworthiness: 91% of consumers say they're more likely to buy from an authentic brand rather than a dishonest brand. So you need to make sure you're upholding your promises.

Last, **Loyalty:** 89% of consumers stay loyal to brands and people that share their values.

Now, some of that's fairly obvious. Of course, I would rather give my money to somebody who's truthful rather than dishonest. The thing is, it's sometimes hard to tell who's really being truthful online, but our guts will tell us. You oftentimes will get a gut reaction when somebody's telling you the truth or not, right? So you energetically need to be aligned to your values.

Now here is where I am, much different than most branding experts out there. If you ask them, they will teach you a standard values process, which is actually what I learned in college and also what I taught as a professor. And it does work. That method works for corporations.

Once I became an entrepreneur, however, I realized that with what most people are teaching, even to us, online entrepreneurs is not what works for solopreneurs and online business owners. Even if you have a fairly large business with the team. Because for us, we are our brand and our clients want to get to know us on a personal level. Which is why I believe so many people are turned off by values work when they start their business. They don't realize how important it is because they always end up sounding like some corporate BS such as: we act with integrity and responsibility.

The first disconnect for online business owners is a typical values exercise begins with the focus on your end customer. What do you think their values are? And then molding those values to match the values that you create. This is why, personally, I had so many issues with overworking in my business at first. Part of the story that I told last time where I worked my ass off, literally and it almost killed me. So again, go back to the last episode if you want to hear more about that story.

But when I originally used the old tried and true branding method in my own business, I sounded corporate, my personal style wasn't coming out, and I felt like I was having an identity crisis. I realized when I branded myself that this simply isn't going to work if I want my clients to get amazing results.

Of course, I still work hard now, but not at the expense of my own health and family. And the thing is, my clients now get even better results.

I actually had chosen the value of hard work for my business, which caused me to work so hard that I almost died. The difference now is that I center my brand values around me. Of course I still work hard, but not to the bone.

It might sound selfish, but if you are going to love your business, you have to love yourself and focus on what you value to create a brand and a business you truly love.

Now, going back to the corporate founding values. The other thing that I don't agree with is just using a simple word for your value. I mean, what does integrity mean anyways? Not only could it mean one thing to me and a very different thing to you. Shouldn't every company simply act with integrity anyways? This one word could apply to any business, so that's why it feels like it's a load of BS. All right, I'll get off my soapbox now.

But as you can see, I'm very passionate about values. Ask any of my clients and they will tell you that this step in building your brand truly does have the ability to change everything if you step in and do the work. Hopefully by now you understand that your values have to come from you internally, not from some external force, be it society, clients, or your past.

That's the best part. The true testament of this unique process. The legacy brand process. Since I have done this work myself and every client can now claim they only attract like minded clients who share the same values without even trying. Because again, your brand should do the heavy lifting of your marketing for you.

Are you ready to create some values that feel truly aligned and congruent? Values that will actually attract the perfect clients that you cannot wait to work with and that are craving to work with you?

The amazing thing is this process, like many processes that actually work, is simple, but it's not always easy, which is why I love guiding people through it.

This is literally the same process that I guide all of my amazing clients through. And I'm going to give it to you today because your values truly are the foundation of your brand and I want you to have that solid foundation.

So what we want to do is....First of all, of course, grab pen and paper if you haven't already. Pause if you need to.

Then I want you to get quiet. And go inside and really think about this:

Why are you here?

Why does your business exist?

What makes you unique or better?

Why should someone buy from you?

These are some of the questions that every single person in your audience is subconsciously asking before buying anything. Now, this piece I did take from my corporate experience. You see, corporations spend millions of dollars on market research, and that's something that needs to happen for entrepreneurs as well. I realize you probably don't have millions of dollars in your pocket to go ahead and spend, but you do need to get in the minds of your prospective client in this way.

Again, the values come internally from you, but these are the questions your audience is asking:

Who is this person?

Why are they better?

Why should I buy from them rather than XYZ brand?

This is a powerful but ignored strategy that will allow you to attract more of your ideal customers, foster a successful culture, and grow your business faster.

Okay, now that you've done that, what I want you to do is go ahead and in the show notes, I'm going to have a list of values. Now, this is just step one and as I mentioned, I don't believe in just having single words for values, but this is going to give you a really great start. I like to call this the three S method. This is part of the legacy brand method that I created, and you'll see why it's called the three S. In a moment, I'm going to teach you a powerful process used to gain huge momentum and help you develop your values. (But it really can be used for any type of brainstorming.) Again, it's simple, but not always easy.

So the first thing you want to do is source your value words. Source, that's the first "S." You can download the sheet of values words from the show notes, or simply Journal and free write on words that come to you as far as values. Or maybe you've done values work before, so you have a list of words, but you've never actually determined what those mean to you and created and crafted brand value statements.

Now that's called Sourcing. The first "S." You can source from the list I gave you, or you can source from your brain, or maybe some past values work that you've done before.

Now what I want you to do is sort. The second "S" is Sort. Look at those words. See what really strikes you, what stands out, what makes you feel alive and inspired. What values do you want your clients to hold as well? Begin to formulate and Sort all of the words.

Now say you have integrity and honesty, and both of those things are important to you. We want to sort them into like-type groups. So my recommendation is to always have seven to ten values if possible. I've had some people that will whittle it down to three, not recommended, but it can work. Then I have some that want to do 20 values, and they're like "everything's important to me." If that's the case, you need to do some deeper diving, because if you have that many values, what are you really supposed to focus on? And what is your team as you grow going to focus on? These values not only are guiding you, they guide your team, they guide your clients...they're guiding everything. So you want to sort out those values.

If you have two to three like value words, you will want to put them together. Typical words I see are fun, joy, playfulness. Maybe those are three things that you value. Those can be grouped and sorted into one section.

Then the last "S" in the three s method is to Select. Select the ideas that you will actually implement as values and/or that you already do implement as values. Remember that a brand is a living, breathing entity. These values should stand the test of time, hence be part of your legacy, yet they are not set in stone. You may find as you grow, your views do evolve, which is why you can revisit the process from time to time. And my hope is that this idea will alleviate some feelings of perfectionism when choosing our values. I know that's a common occurrence. If you're getting overwhelmed by making these decisions and choosing, remember, if you look at this a year later and did what I did and discover that working hard is not a value of yours. Yes, I'm going to work to provide results, but I don't want to work hard, then now I have freedom as a value. Which most entrepreneurs I found do value freedom, of course, but more

freedom of time. When I look at my branded statement, it's about freedom of time, not freedom of traveling or freedom of anything else.

To me, time is my most important commodity. So what is that for you then?

The last piece is once you have your values down, you want to ask two questions. So say that when you started and you had 15 words written down, you sorted them out and you ended up with eight. Great. Now again, to do the final sort, say you picked honesty, integrity, and one other word that was similar to that. You want to think about which word actually stands out to you the most.

Say you're thinking that integrity is kind of overused and you don't really want to use that. But you do want to use honesty.

Great!

Once you have each narrowed down to one word and you have between seven and ten words, then I want you to create a branded statement.

So obviously during this time, if you haven't already, you can be pausing this episode. This is all about implementation, right? Education is not implementation. So if you're listening to this in the car, I want you to come back and revisit and actually do the work. This isn't just learning how to do values, this is important work to do.

So what you want to do then is ask yourself two questions for each word.

1. Why is this important to me?

2. What does it mean to me?

Why is it so important and what does it mean to me?

Journal on that and then once you journal on it, you can wittle it down and create a branded statement. So for instance, a branded statement sounds something like:

Embrace and drive change.

Create fun and a little weirdness.

Be adventurous, creative, and open minded.

Pursue growth and learning.

Build a positive team and family spirit.

Do more with less.

Be passionate and determined.

Be humble.

These are actually all statements that have come out of working with clients that they live by. They go in their brand manuals, so it's a good reminder to themselves and their team of what their values actually mean instead of a single word that really has no context around it.

So for epic results, once you get those branded statements completed, I recommend printing, or writing, your final values and placing them where you can see them on a daily basis. This will serve as a reminder to why you're doing the work to create a wildly successful business and putting yourself into the world to serve others.

So as a reminder, you want to go ahead and:

Source the words, the values that are important to you.

Sort them so you have seven to ten and be sure to sort any like values.

Select them your final value words.

That's the three s method and then finally create your branded values statements.

And that's it! You've created your values.

Now, if you've gotten stuck, like I mentioned, it's a simple process, yet it's not always easy. So take your time and dig really deep, and if you'd like more support because like I always say, "you cannot see the label from inside the bottle." (And sometimes it's simply not easy to have an objective view of yourself.)

I'm here for you. I guide people through this process all the time. And if you want a solid foundation to your brand and you're not sure how to get there, we are now accepting early bird applications for the upcoming Legacy Brand Foundations program that begins in September.

This is an intimate space where I walk you through this process and so much more to create your foundation. It's not a course where you're left to your own devices. I hold your hand every step of the way.

So if you'd like to learn more, simply check out the show notes and visit the link that's listed. I hope you received so much goodness from these values-focused episodes and be sure to stay tuned for one final

episode, an integration audio that will help you live your values on a daily basis and stick to them because sometimes there's a disconnect of what you say your values are and what you're truly living in your life.

And that's okay. It's super common. The secret sauce that no one else ever talks about is adding values work and actually integrating it into a subconscious level. So then your energy actually reflects it out into the world. It truly makes all the difference and is a game changer. So I hope to see you next week.

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