

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 23
BONUS Legacy Leader on Clarity: Samantha Joseph

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.

TIFFANY: Hey, everyone. I am so pumped today because we are going to talk to a Legacy Leader who I've gotten to know well this past year, the amazing Samantha Joseph.

Samantha is a change catalyst, confidence cultivator, beauty mogul, mentor, and visionary. She also went through the last round of my signature program, the Legacy Brand Foundations™, last year. Her work in the world is to help women awaken on their journey to self discovery through personal development and self care.

The theme in Legacy Lounge this month is clarity and I've asked Samantha to join us to talk about the importance of clarity in her work as well as in her brand.

So, to start out, thank you so much for being here today, Samantha.

SAMANTHA: You're welcome. My pleasure.

TIFFANY: Awesome. The first question I have for you is: can you share a little bit more about yourself and your work in the world so the audience gets a little bit more of a sense of what you do and how you help women.

SAMANTHA: Okay, so I am a life coach and I'm certified. I'm also certified in all aspects of beauty and also a little bit of mental health. So I come well rounded. I also take with me my adventures of being a wife and a mother, so I bring that to the table as well. And I also have a background in mortgages, so I

also bring a little bit of that to the table. So money, legacy, life, mental well being, and beautification. That's what I bring.

TIFFANY: Amazing. Yes. Very well rounded, so many different aspects. It's so amazing.

One thing I remember when we were working together too, as you said, you help women find their beauty from the inside and the outside, which I always really thought was a beautiful way to think about it as well. I would love to dive into your journey a little bit. What led you to the work that you're doing today with all the multipassionate places that you've been and where you're heading; the women that you help both inside and out, what led you to that work?

SAMANTHA: Well, this is going to date me a bit. So this started around 21 years ago when I used to service people within the beauty community. I realized that I had a lot of people that were hiding behind their makeup, even when they sleep. They wanted to know ways of keeping on their makeup, fixing their hair, so when they wake up, the husband or the new husband or whatever they have sees them looking the same as what they left them looking like (before they went to bed). Right. So I noticed that there needed to be an understanding that they have to value their self worth and to understand that they are beautiful. Makeup, skincare and all that stuff is just meant to add to your beauty, not to create it.

So that's when I got that shake up in my life to help repair that within the beauty industry, within women.

When it came to marriage, I found out marriage was such a beautiful thing, I was unified with my husband. However, I ended up losing a little bit of myself because I wanted to be the perfect wife, the perfect mother, perfect everything. But then during that journey of perfection, I realized that I was being held back because all the things that I had bottled up inside were kind of just fizzling away. I would continue to hide and actually go to school on my own dime, so I wouldn't take anything from my husband or the family funds. So no one knew. Until one day my husband came in and said, "what are you doing?" And I said, "I'm going to school." Then after that, once the realization came on his part, I dwindled inside again because I realized the joy wasn't reciprocated.

What I used to do is I would build myself quietly and enjoy myself in my own victory and share it with those who would reciprocate it in the pleasant way I was desiring. Looking around, I saw that that was the major challenge within the world.

TIFFANY: Wow, that's amazing. I'm getting goosebumps here. And I think it's so true. I can't imagine sleeping in my makeup, but I get that, especially, like, maybe in a new marriage, it's like, "oh, this person doesn't really know who I am." So that's huge. And the things that if we're not on the exact same page. I think we all have purpose within us, and if that's being, like you said, dwindled or pushed down, then we're not living in to our purpose. We're not feeling amazing. So that is so beautiful. And I love that it started in the beauty industry, realizing that women were like, trying to wear masks, basically, and then evolve to your own life. That is so powerful. I think you're so right. Especially women who are married but even we look at teens, right? I have a teen daughter. Well, actually, she's 20 now. I'm dating myself too.

But wow, it's just sad the way that the beauty industry I feel like it's changing, though, keeps women in that cycle. It's so awesome that you're being a part of that.

So, of course, I have to ask you about legacy, and you've already kind of mentioned it. I'd love to know what having a legacy means to you and why is it important? Because it sounds like it's so important to your work.

SAMANTHA: Well, having a legacy is everything to me because my parents left me a legacy. Their legacy was real estate and mindset. That's what I'm trying to send my daughter and my son, is to have a great mindset to know that with their thoughts, they can create things. All they have to do is believe and leave the rest to the higher power. As for my business, that's also a legacy for my daughter, primarily because it's women that I serve. And from watching that, my son can actually build upon that and see where men are lacking in their community and also rise up as well.

TIFFANY: So beautiful. I love that. And it's so cool that you had that provided to you by your parents and then you can just continue that family legacy as well. The world's always kind of a crazy place, but right now I think we're all feeling it a little bit. So how amazing is it that we can really steward the next generation like that? And they're going to be the leaders of the next generation because you're putting that mindset and tenacity in them now. It's so beautiful.

So a little bit more about your work with women. Before we dive in, I do have a few questions about our work together and the branding, of course, because since we work together, I always love to get those questions answered.

But I would love to hear what's your favorite way of supporting women these days? And maybe a story about that, or one way, like a tip that you could give women who are dealing with what you discussed at the beginning? What's one small way they can start to move the needle? I guess that was a few questions in one.

SAMANTHA: What women can do to help with that situation is build a community. You don't have to know the person. You see someone on the street, make eye contact, smile, because that alone can brighten someone's day, because you don't know what they're dealing with. If you see someone having a hard time, say, "hello, is there anything I can do to make your day more special?" Just use your heart. Your heart will lead you.

TIFFANY: That is so beautiful. It's so true. And just brightening other people's day. We can be the light in the world. So, yeah, then going back to my first question, and I asked you multiple at a time; what's your favorite way to support women now? Is that mostly by coaching and mentorship or just so the people listening can really understand what capacities you're serving these women in?

SAMANTHA: I would say all of the above because coaching and mentorship work hand in hand. So basically I give you the tools and I encourage you and show you how to use them. So by the time you're

finished with me, you've reached your desired goal. And on your way there, you learn about clarity because you clarify your goal, you understand who you are, you'll remember the desires you had, and you'll look in the mirror and feel beautiful because you'll see what you actually are. So everything is a package and you will feel like the whole package by the time you're done.

TIFFANY: Amazing. And that was perfect as well because you mentioned clarity. Which brings me to my next question is because this month's theme is all about clarity. What do you think is the biggest thing that women need to get clarity from your perspective to really break through and live in their purpose and be free and happy like you've done for yourself and now you're helping others do?

SAMANTHA: Well, they have to stop listening to the outside voice and listen to the voice within. Go back to the day that you were in kindergarten. Who were you at age of a child? You usually know who you are because you are first female, and then you realize you have a voice, and then you also realize you have dreams. What did you desire to be at that age? That's usually still somewhere within you, right? So you have to dig. Also you have to remember that you have worth. That's what a lot of women forget: that they have worth. They're worth something. They're worth love. They're worth acknowledging themselves. The world is there for the taking, but they have to understand that is there's as well.

TIFFANY: Yes, so true. And I love the idea of looking back at when you were your younger self and asking who were you? Because I think, like you said, as we grow and we become mothers and wives, it's so easy to kind of forget who we actually are. And we've been there all along. It's just kind of been hidden in the background. So that is so beautiful.

Alright, so I want to shift gears for just a moment because we worked together—obviously you already have the amazing business—to really brand your business. And I wanted to talk a little bit about why you think having a Legacy Brand™ is important. What has that done for your business? And speaking of clarity, how did that help in you receiving clarity on your business?

SAMANTHA: Well, I received full clarity, well, the remainder of the clarity when I met you. Because you have an amazing way of doing what I do. You bring out the best in people and you also allow us to think clearly by going through meditation and then allowing us to be still. And that's what I do as well. But you add something a little different to the table, but that's your secret. So I must say, you helped me to put things in perspective. I knew what I wanted to do, but I didn't know which to do first. And I like the way you had us speak it out ourselves.

TIFFANY: Amazing. Thank you for sharing that. And I think it's so important for people listening to understand that oftentimes we need that clarity in our business and our brand when you have an amazing message like Samantha and she's already doing the work.

But if you want to take it a whole step further, getting that foundation for that legacy is so important because then you can take the legacy further and live it now. Not just what is the legacy you're going to leave behind, but how can you live that legacy now? Which is so exciting!

So we work—as you know, but some people in the listing may not know—I work primarily with new entrepreneurs who want to create a brand right from the beginning, all the way to seven-figure entrepreneurs who want to rebrand into a something that feels aligned to where they are now.

So what would your top tip be for those who are listening, who really want to begin to infuse the idea of legacy in their business, wherever they're at on their journey? If they really haven't thought about legacy yet, how would you explain how to infuse that into their business from your perspective?

SAMANTHA: Well, you have to look at it as a life journey. That's first. Because coaching, I didn't even understand that is what I was doing back in junior high. So this is a life legacy. So basically, you take what's within and make it grow. And that is usually what your true desire is. So you'll be doing it until you die or until you want to pass it on. So that, to me, is a life legacy. So something not that you dislike, but you enjoy doing, it's almost a part of you, right? So that's usually what your purpose is. So to me, that's what life legacy is.

TIFFANY: Beautiful. I love that, too. It is. It's a lifelong game. So beautiful. All right, so final question for today. What are you most excited and proud about creating or doing that will stand the test of time?

SAMANTHA: Well, what I enjoy and what I'm excited about is merging everything that I've been doing in the past together, infusing it as one fireball ready to take on the world. Because right now, women, we are ready to arise worldwide because we are worth it and we have something to bring to the table. Now is our time.

TIFFANY: So, Samantha, you just mentioned Arise, which is so amazing, because that is such a deep part of what you do in your process, and it's actually the name that we created together for the Arise Method. So, everybody, if you're loving what Samantha is saying, if you're a woman who needs support on finding your purpose and getting back to your true self, and you want to reach out to Samantha, check out the show notes, and her information will be listed there, how you can contact her there. And remember, if you're not consciously building a Legacy, you're simply building a brand unconsciously.

I hope this discussion with Samantha inspired you to take action, even if it's simply moving the needle 1% towards the direction of your legacy. Because if we all focus on making an impact the ripple effect we have together can truly make a difference. Cheers to your legacy. And Samantha, thank you so much for being here today.

SAMANTHA: You're welcome. Thank you for inviting me.

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?