

The Legacy Lounge Podcast with Tiffany Neuman  
Season 1, Episode 24  
The Why, What, Who, and How of Brand Clarity

**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:** Finding clarity is eliminating options and aligning with your own True North. If I asked you what is the most valuable thing in your business, what would your answer be? Many entrepreneurs would say perhaps their email list products or their content.

Newsflash! It's actually your brand. It's true.

Understanding the value of your brand is the number one most critical part of building a relentlessly relevant and successful business.

And don't just take that from me as a branding expert.

If you simply think about the thought leaders you look up to, or all the brands you purchase from on a daily basis, if you assign their business a value (yes, the product and their customer list would be important), but the full value is truly based on the brand as a whole. Because a brand is simply the collection of associations that people have about a product or business.

So think about Nike. Think about Apple. Think about Oprah. Think about Tony Robbins. They're all so successful, and their success is based on having an established, cohesive, and really powerful brand.

So people we have personalities, businesses have brands. Brands stand for our business's personalities. Your brand helps determine how people feel about your business and how they would describe it to others.

And guess what? I hate to break it to you, but you do have a brand. Whether you realize it or not. You may have heard me say it before. If you're not consciously building your brand, it's happening unconsciously.

Now, the other alternative is that you could be consciously building it, but you don't have true clarity.

You see, having a brand is one thing, but knowing its value and communicating that value, well, that's quite another. So it's so important to take the time to define it thoughtfully and early before people make their own assumptions about your brand.

Or perhaps you're the business owner who already has a defined brand, but you're feeling called to pivot. I'm seeing this a lot in the past year or two, especially with everything we've been through and the collective changes that are happening. So many people are pivoting or evolving right now.

The thing is, you can pivot ten times faster and more successfully once you get complete brand clarity before you make your shift.

One of my clients, Amanda, is a really great example of this. She was an amazing health coach, and I helped brand her about three years ago. But during what happened and what evolved over the past three years—which we all know what that looks like in the world—Amanda got this calling to switch from being a health coach into a business coach full-time.

The cool thing was, because we had clarity in her brand foundations from previously, we were able to help her pivot and get her new brand and business up in a matter of weeks. A new website, new everything because the foundation was so clear. Even though she switched genres and exactly what she was teaching, Amanda knew who she was and my team and I knew who she was.

So it helps you transition so much faster if you're already successful. Simply put, brand clarity is so important to your business because it helps potential clients quickly understand your business. Your brand stands as a symbol for your business and separates you from your competitors in a crowded marketplace.

And during uncertain times your brand is what sets you apart from the noise, giving you recognition and a foundation that will ensure your success no matter what the circumstances are.

Now, if you're like me, I believe in collaboration over competition. So when I say competition, it's more just saying there's so many people out there doing what you're doing. There are also enough people in the world for everybody to have enough clients. But the thing is, if you don't have brand clarity and you're not clear and concise on who you are and what you're offering, oftentimes potential clients are going to go to an alternative source, right?

That's one of the things that happens to your business when your brand is not clear. If you're with me so far, we can also say branding plays a large part in bridging the distance between your business and your prospects.

Prospects who are looking for the type of products or services that you offer need a way to cross that bridge, to find you and to feel as if your business and offers are perfect for them and will meet their needs. Brand clarity helps your business to satisfy the two things that customers want and does it really quickly. It satisfies a solution to their problem and emotional satisfaction around the transaction with you.

If your brand is vague, your prospects won't find that bridge to your business. They will also feel an uncertainty (and this is most likely unconsciously) about whether or not your business will meet their emotional need for satisfaction. And this is all, I'm sure you've heard this, that all of our buying decisions are made on emotions.

Now, this doesn't mean that we're tricking people into buying with us at all. That's not what I'm saying here but you do need to meet their emotional need for satisfaction, otherwise they're going to have buyer's remorse and buyer's regret, right?

A lack of clarity shows when prospective clients aren't quite sure what you do or what you offer or how well they'll be treated. This often happens when a brand tries to appeal to a wide segment of the market using broad appeal in their brand. The end result is that prospects are so vague about who you are and what you do that they're not sure that they can trust you. So instead of brand clarity, you have what I call brand fog.

New clients are not the only ones affected by vague branding. Even your existing clients are impacted, which of course impacts their decision to buy from you again.

Now that we've covered why brand clarity is so important, let's first make sure we're on the same page. What exactly is Brand Clarity and how do we get there?

If you're like me, you have big plans for your business. But often in the midst of change and all the moving parts in our businesses, you have to keep in mind that your business might be moving without you in the driver's seat. You might not even be in the car. Also known as building your brand unconsciously.

Brand clarity will put you in the driver's seat and help you understand and guide where your business is heading and get clear so prospects easily understand who you are, what you offer, and why they should work with you. Basically, once you have brand clarity, your brand can do all of the heavy lifting of marketing and sales for you.

Now, the process of gaining brand clarity isn't always black and white because everyone is at different stages in their business. I often sit down with business owners who feel completely out of touch with their

brand direction. Maybe they're newer, or maybe they've just kind of been flying the plane while they've been building their brand and their business and they've never really had that clarity.

After guiding them through my process, they discover they actually do have a clear vision. It's only been jumbled in their brain among content creation, serving clients, keeping on top of email, and all the other things on their plate.

And on the opposite spectrum, I've spoken with business owners who feel like they already have it all figured out, and in some areas of their business they do. But in the areas that really matter, often they have laser focused on a how that isn't attached to their why so the brand is not working for them because there is not an actual cohesive strategy.

If any of this sounds like you or you don't know where you stand with brand clarity. Not to worry. I have the simple guideline for understanding brand clarity, and I've broken it up into four stages.

So we'll go ahead and step through those. Now, the why stage, the what stage, the who stage, and the how stage. Now, we've all heard who, what, where, why, when, how before, right? But this is specifically speaking to brand clarity.

The why is at the base of the stages. Without it, you have nothing of substance.

On the other end of the spectrum, there's the how stage. This is your detailed plan, but it's probably not anchored in meaning and purpose. So the goal is to start with a why stage and work your way to the how stage.

These stages build off one another. So if you're at the how stage, then you better make sure those other stages have been addressed and clarified.

So I'm going to walk through each of separately, because I know that it may sound like a little bit of a jumble when I give you the big picture.

**Number one is the WHY stage.** Without the why, nothing else matters. We've all probably heard Simon Sinek talk about the power of why. This is the meat of your brand's value, the shining star of why you exist.

When you understand your why, then the who, what, and how are much, much easier to see and execute. So you want to ask yourself these questions to help determine your why.

Of course, I could go so much deeper than this, and I do in my own processes but we're not here for five days straight. I'm going to give you three questions for each stage so you can start to really gain that clarity.

These are very potent and powerful questions.

If you don't already have a paper and pencil or your laptop out, go ahead and grab that now. Go ahead and pause and grab that now.

Okay, so the first question for your why stage is: how would the world be different if your brand and business didn't exist?

The second question is: why did you start your business in the first place?

(With most of my clients, I typically find they're either solving a problem that they've experienced themselves and/or solving a need that they saw in the marketplace, or they have a very intense story that they can tell around this. So I'm sure this is a question. If you're not sure, just dig deep.)

The last question is: what does success mean for your brand and how do you achieve it?

**Okay, so let's move on to the WHAT stage now.**

(Again, this is an interactive episode. So go ahead and feel free to pause and or if you're busy at this moment and you're kind of multitasking, pause it and come back, because I promise these questions are going to help you make a massive shift towards brand clarity.)

All right, so your brand's WHAT helps you determine what products, services, experience and initiatives are generated from the WHY, right?

The questions you want to ask yourself at this stage to determine your WHAT (and if you already have your what, maybe you have your product services experience) in place to make sure that they're actually cohesive with your why and what you're doing on the planet.

Now, a quick story here. Actually, we could go back to Amanda. I was going to tell a different story, but I'm going to switch paces here in the moment. My intuition is telling me to just go back to Amanda.

So, for instance, she was a health coach, she was successful, she had all the WHAT. She knew WHAT she was offering but her WHY had changed. She realized in health coaching she wasn't giving service to all the business and health coaches out there and becoming a really powerful coach herself. She realized that she could help other coaches rather than help the end user, which was going to make a bigger impact on the planet. Right?

So if you're newer in business, this WHAT stage you might not have solidified. If you are actually very grounded in your business, this can help you say, yes, I'm still 100% in on what I'm doing, or it may mean that you're ready to pivot.

So ask yourself first: what aspect of your brand and business do you absolutely love? Or what's the thing most tied to the reason you got started in your business?

The second question is: what business tasks do you dread doing?

(We want to make sure, of course, that you love your work and some of these things can be outsourced, right? So you can have some things on this list that you can outsource, but if you notice that most of it you're dreading and that's directly related to how you help your clients, maybe it is time to pivot. But if everything that you're doing is on your love list, that gives you an answer as well.)

And then the last piece is: what makes your brand stand out and be differentiated from everyone else doing exactly what you do online?

That is your WHAT.

**Now, moving into the WHO stage.** The WHO will let you know who you're talking to or what your target audience is.

Knowing who you're attracting allows your brand to dive into the details about what those people want to experience and how they want to experience it.

But before those can be uncovered, you must also know who you are first. This is so interesting because I get so many clients that come into the branding stage—and I always say that branding is a self development process. You've probably heard that entrepreneurship itself is the biggest self development process you can go through. Branding is the same way.

So often we either come from corporate or perhaps we were a mom and we're transitioning into coaching. Myself, I came from a long corporate career, I felt like I didn't even actually know who I was anymore. And it's really hard to build a really powerful brand if you don't know who you are.

So a big, big piece of my process before we build your brand is to actually get in touch and uncover who you are. It's an evolving process that comes out of the brand clarity process.

So to start getting clear, ask yourself these questions:

How are the aspects of you as a person and a business owner represented in your brand?

Who are your 1000 true fans? (Now, maybe you don't have 1000 yet. Maybe you have a million. And cool, 1000 is a great number, but maybe it's 100. Who are your biggest ten fans? What you want to do is get to know everything about them as well as everything about yourself.)

Right. The WHO. You can't find who you're supposed to be serving until you know yourself. I've gotten so many clients that just kind of pick out of a hat who they're going to serve and assume it's going to work for them because. You know, people. Those people have money or those people need what I offer.

But if it's not aligned with who you truly are—so for instance, I had a woman who was helping people through money blocks. But by trying to serve money with money blocks she wasn't making any clients because the people were so blocked by the money. It was kind of this weird cycle.

So she actually shifted and we created the brand that felt better for her and she uncovered that she actually needed to do more money block work herself. So once we broke through those blocks, we shifted her language and everything shifted and she ended up getting a lot of people that were extremely excited and invested right away without, any questions asked.

So that is the WHO stage.

**Now the last stage is the HOW stage.** Finally, the HOW is knowing how your brand will define the avenues you take to attract and connect with your people. This is all about the methods, channels, and platforms you use to get in front of your target audience.

So this could be social media, this could be podcasting, this could be all sorts of publicity, whatever floats your boat.

But often we feel like we have to be on all these different platforms. We have to do all the things or we laser focus on one and it's the wrong one.

So if you want to determine your HOW, think about this first: is your content marketing strategy in line with your audience?

This is really really key. I can't tell you how many times people are posting on Instagram every day and then we work on their brand and it's like, you know what? Your people are actually on LinkedIn. That's why you're not getting results. But somebody at some point and told them that Instagram is the only way to go or vice versa. Right.

The second question is: does your brand have a brand messaging strategy to keep your communication consistent?

Consistency is key to a brand. You're never going to see Target change its red. You're never going to see Oprah change the way she talks all of a sudden, right? So you want to make sure that your messaging strategy is super consistent.

So once you have clarity, it's important to create that consistency and that is what will lead you to success and achieving your goals. You will create a higher level of brand clarity in your buyer's mind with consistent messaging and actions.

Some of this is basic branding that you create when you create a brand foundation. So these are things like taglines, your voice and tone of your messaging, your brand story, your business name, your personal title, your vision, your values, your voice and so much more. While those are the basic building blocks of brand clarity, there's so much more you can do to make sure that your brand stands out clearly.

The other things that are really important that we don't think of when we think of branding is consistent pricing, consistent education about the features and benefits of what you sell, consistently setting client expectations, consistent customer service, consistently requesting feedback from your clients, and adjusting. Those are the things that are really going to move the needle in your brand on top of the main foundations.

And of course, the visuals are a big part of your brand as well. And these are what most people think of first when they think of a brand. But really, they should be created last. So many people just go grab a logo, grab some colors, grab some fonts and say, yeah, I have my brand.

You've probably heard me speak on this before, but I had to bring it up again. You really should only create your visuals after you have brand clarity and a solid foundation in place, because the visual brand, your brand, colors, logos, icons, fonts, and more are going to resonate more if they're directly cohesive with your brand message.

So the main takeaway here is to remember that brand clarity is driven by both your messaging and your actions. And it's important to see that your business personality comes from you, your employees (if you have them), and your clients themselves. So if you can imagine a venn diagram, there's this beautiful sweet spot in the middle where you're weaving in you and your story, your team if you have one, and your clients. When we can bring those together, that's when magic happens.

### **So now it's time to ask you: does your brand have clarity?**

Think about your brand for a moment and see if you can follow these final questions:

Do you know why your brand sells certain products or conducts customer service the way it does?

If your brand walked into a room, what would people notice first? Are you happy about what they would notice? Or are there aspects you wish they would fall in love with that they're currently not, and maybe aspects that you wish they would ignore?



Oftentimes we talk to our clients about brand clarity, and they assume it means, like I said earlier, what type of filter to use on their Instagram photos or the color palette they need to stick to in order to stay on brand.

And again, while those design choices are certainly part of the brand communication, they're really a byproduct of the deeper brand work. The psychological brand soul searching work, as I like to call it.

The pieces that make up your brand really contain your brand story, your content creation, your content marketing strategy, even partnerships, social media captions, the way you're showing up these are all underpinned by your brand's direction and value. And when you understand that, every brand decision that's made in the future will become clear and super obvious. It will save you so much time, so much money, so much headache. So you can continue to just focus on the work that you love doing.

So if you have a brand so clear that it's working for you and pulling your ideal clients easily and effortlessly, congrats. You now can say, yes, my brand is clear. Give yourself a pat on the back. Awesome.

However, if not, I know it's typically not seen as priority for business owners, so that's why I put the series together. We're often told there are so many shiny objects that other people are telling us to look at in our businesses.

When I asked my own clients early on what they struggled with most and then what results they received with working with me, it was hands down clarity in both stages.

So because I love this work so much, I have two special things in place to support you if you're raising your hands and you're like, "Tiffany, no, I do not have brand clarity yet, and I really need some support on this!"

Show up next Monday, where I'm going to share more about the massive benefits of having brand clarity in depth, as well as my seven steps to gaining brand clarity, which is the actual step by step process. So today we went through some questions to kind of get the wheels turning in your head and get the ball rolling.

Next week, I'm actually going to share this step by step process, which is part of my secret sauce to the legacy brand method, how I help my clients.

And even more exciting, I put together a Brand Clarity Workshop! I designed this workshop to help you get even further in your quest to finally achieving brand clarity and letting your brand do all the heavy lifting in your business so you can acquire those new clients easily and effortlessly, and so you can simply focus on doing what you love, which is serving those clients.

We have two dates available for the workshop on September 14 and 16th join me and other amazing business owners as we dive in how to create more income, influence, and impact by creating clarity in your brand once and for all.

Go ahead and simply just click on the link in the show notes and I can't wait to see you there.'

**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?