

The Legacy Lounge Podcast with Tiffany Neuman

Season 1, Episode 28

What type of brand do you need?

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:

"A great leader is one who knows the way, goes the way, and shows the way."—John C. Maxwell

This is a new month in the Legacy Lounge and we are going to talk all about what having a personal brand is, what a thought leadership brand is, and why I believe it's so important to elevate yourself. We're going to talk about why you need to have at least a personal brand, if not a thought leadership brand, and how to go about creating that brand.

And as always, I will host a guest or two to share their insights.

You probably hear the word branding all the time. It's truly become one of the most common subjects in entrepreneurship, and for good reason.

Branding isn't just another example of marketing jargon, it's actually critical to your online success and your business's success.

Whether you know it or not, you already have a personal brand.

I want you to do something for a moment. If you can do it now and take a little pause do this.

When you get in a safe space, I want you to Google yourself and notice what pops up. These are the first results and the first impression that people have of you in this day and age.

Chances are people will Google you to learn more about who you are. The question is, do you want to allow your online reputation to take on a life of its own or do you want to control the narrative?

As I mentioned, we're going to talk about personal branding first and then dive into thought leadership branding.

Personal branding is a major part of marketing that many business owners are missing out on. Like I said, you have one already, but perhaps you haven't been strategic about it.

Your personal brand is the easiest way for you to connect with potential clients, and it's the easiest way to showcase your products or services without coming across with super heavy promotion.

The reason why I share so much about creating a personal brand that does the heavy lifting for you is because it doesn't make it come across as sales-y or fake. By the time you invite someone to work with you, they're already pre-sold from interacting with your brand, if you do it correctly.

Developing a great personal brand, of course, does not happen overnight. It's not just grabbing a logo and some colors. And it's imperative to be able to communicate your purpose and mission to your audience in a genuine way.

To shine a light on personal branding a little bit more, I'm going to share some examples of famous people that you've probably heard of—if not, you've probably been living under a rock—who have built incredible personal brands through consistency. But they all started somewhere with a big vision.

Oprah is undoubtedly the queen of personal branding. She is continually building equity in her brand, which has an estimated networth of two 5 billion, according to *Forbes*. She's always stuck to her core, which was challenging millions of viewers to live the best lives possible by understanding their potential. By being true to herself, she has inspired millions of others to be their best selves.

Richard Branson is another. He is undeniably one of the most visible, successful, and well-known men alive. He has continually stayed true to his core values, which include adventure and risk taking. And by being himself, he has done exactly what other leaders cautioned against, including crazy publicity stunts like dressing like a flight attendant, or his unorthodox style and commitment to his passions that has created his personal brand.

And I love one of his quotes, if you follow me. You've probably heard this before.

"Too many companies want their brands to reflect some idealized, perfected image of themselves. As a consequence, their brands acquire no texture, no character, and no trust."

That is huge. And that's why Richard Branson has been so amazing at what he does.

And the last one is Jessica Alba. We first knew Jessica as an actress, but motherhood defined her mission as the founder of The Honest Company.

Her story behind her company came from a common struggle that all parents face, which is searching for non toxic and pure household ingredients and childcare products.

As her own ideal customer, she fulfilled a gap in clean products for parents, and she is also valued at almost \$2 billion.

Now, these are what I call Legacy Brands™. I love these examples of how a personal brand can take a company further than just the products would go on their own.

But you don't need to be Oprah or Richard Branson to have a great personal brand, or a Legacy Brand for that matter. It's simply a matter of crafting and curating your digital presence and most importantly, keeping it real.

Your honesty, transparency and authenticity are what will differentiate you in the long run. You don't get a second chance to make a first impression, so you want to make it one that will set you apart, build trust, and reflect who you are.

You may be aware by now, or already know, that personal branding goes beyond managing your social media or just even having a digital strategy.

Most entrepreneurs and online marketers don't even have a clear idea of what they are trying to do. Overall, it's crucial that you establish your personal brand strategy from the beginning. Well thought out actions and content are what are going to lead your audience from trusting and then ultimately purchasing from you. And the more you build your brand, the more you elevate yourself above your peers, the less you have to work to convince people that you are the solution to their problems.

Your business vision and mission should be driven by your personalized story. It should be unmatched and allow you to stake claim in your industry.

Your messaging and actions need to be consistent with what you stand for if you're going to create the most trust with your audience. You need to be able to relate to your clients on a human level and show that you are more than just a brand and a commodity, you are a human as well. Personal branding helps you be authentic and showcase what you stand for, adding value to others, and it helps promote your strengths and be honest about your weaknesses.

So as I mentioned, building a personal brand takes some time and effort, but it's worth it. It's a leadership requirement and it lets people know who you are and what you stand for.

The need for personal brands is going to only continue to rise as the online space gets busier and busier and it's the one thing that no one can take away from you, right? Like you are your brand. It will follow you throughout your whole business career.

But now let's take it a step further.

I think you understand if you didn't already come to this episode, already believing that we all need a personal brand.

If you're in business especially, but even if you're in the corporate world, having a personal brand helps you stand out among your peers.

So what is a thought leader and how do you elevate your brand to the next level?

When you think of your industry, who do you consider to be the go to people?

Those are the thought leaders in your field. They are considered experts or authorities within a certain profession or industry.

And depending on what industry you're in, some of those thought leaders might even have become household names, just like the three people I mentioned earlier.

Demonstrating thought leadership makes it clear that you are an expert in a certain topic or industry. And as an individual, a thought leader is someone people feel that they can rely upon for advice. They are trusted and credible in their area and it elevates your brand simply above being a personal brand.

So, as I mentioned, there are two different things and personally, I believe working towards creating a thought leadership brand elevates you from simply having a personal brand.

The other reason I want to share this is most of my audience is also more aligned with being a thought leader than, say, an influencer.

A lot of personal brands are really influencing, they're not really putting unique thought leadership content out there. They're either pairing with other influencers, other products and promoting them. They may have a massive social media following, but they're not actually providing a ton of value.

So I'm going to share a few examples now of what I would consider to be thought leaders rather than personal brands.

And there's nothing better typically between the two. Like those three people like Oprah and Richard Branson. They have amazing brands, but they also have different businesses than most online

entrepreneurs. They're selling either massive product or massive thoughts, right? So these examples are going to be a little bit closer to home for you as a listener.

Marie Forleo is an inspiring teacher, writer, entrepreneur, and philanthropist. She has mastered the ability to share impactful content in a humorous and engaging way with followers all over the world. She challenges her fans to change the way they live in order to change the world. And her website reflects that of a thought leader, highlighting her authenticity and passion for helping others and producing tons of valuable information for her audience.

Another example of a thought leader is Simon Sinek, who is a British-American author and inspirational speaker. He's the author of over five books, sought after speaker, and Educator, and he started the Optimism company as a way to share his work with as many people as possible.

Last but not least is Brené Brown, an American professor, lecturer, author, and podcast host. Brown is known in particular for her research on shame and vulnerability, also leadership, and for her widely viewed Ted Talk. She now offers a certification program in which she teaches others how to facilitate her Dare to Lead program.

So most likely you also are familiar with these names. But do you see the difference between the personal brand and the thought leadership brand?

Like many brand building activities, establishing thought leadership does not happen overnight. Successful thought leadership relies on consistent, regular efforts. But on the plus side, it's highly cost effective because you don't typically need to rely on third parties to get started.

The main step to becoming a thought leader is first to determine what channels you want to utilize to start positioning yourself. This might be blogging, podcasting, social media. Those are the most powerful outlets that suit most people. But also publishing white papers, ebooks, writing books are also amazing tactics for showcasing your knowledge and expertise.

Each of these approaches have completely different strengths, and I'm not going to go into each one in detail right now. We're going to actually be talking about that next month when we talk about visibility and getting your thought leadership out there.

But right now I really want to focus on what is a thought leader, so you can start to wrap your head around it and really start to position yourself as one.

When I work with clients who are on their path or already are thought leaders, we examine and create a strategy on how not to only create or recreate their brand, but how to grow and expand it over time.

This is why a Legacy Brand is so important and why I trademarked it.

You need to create a vision of where you want to take your brand, and then we reverse engineer that and create it from that vision.

Otherwise, what happens to most people is they are constantly reinventing themselves on the way to thought leadership and it confuses the heck out of your audience.

Yes, you may not be seen as a thought leader yet, but having an amazing brand that helps position you as one will help you get there ten times faster. Regardless of whether you leverage blogging, social media, podcasting or all three, what matters most for thought leadership is a strategic approach.

Like most aspects of branding, building and sustaining thought leadership is a long term tactic, as I mentioned, rather than a quick win. So it's worth spending the necessary time on to develop that strategic approach.

Synchronizing your thought leadership messages with your brand values and messages increases credibility and trust way more than simply having a personal brand. The trust an audience puts in an individual thought leader extends to the brand.

With every piece of well received thought leadership content, your brand visibility and credibility grow, which then contributes to the overall growth of your entire business.

So, to wrap up today, I trust these examples of personal brands versus thought leader brands have provided valuable insight for you and perhaps some clarity on which direction you'd like to take.

Now, if you choose a personal brand, that's completely fine.

I help people create personal brands all the time. I would just like to suggest that you think about elevating into a thought leadership brand to truly stand the test of time.

I kept this episode fairly short because I have so much more to share with you around the subject.

So stay tuned as next week I will be sharing the top ten reasons creating a thought leader brand is now more important than ever. And then we will move into the actual steps to create a brand you can truly be proud of.

We'll 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?