

The Legacy Lounge Podcast with Tiffany Neuman

Season 1, Episode 34

Discover the difference between a personal story and a brand story

**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:**

"If you don't give the market the story to talk about, they will define it for you."—David Breyer

Are you ready to start creating a marketing message that will hook your audience and leave them wanting more? When it comes to effectively reaching your ideal client, you need to be able to communicate with them on as personal a level as possible.

Developing a clearly defined message is more important than most business owners understand, and sometimes that's way easier said than done. So we're going back to basics to begin this episode and really uncovering: what is a marketing message?

Your marketing message is what you say to your audience when you're telling them what you do. The problem is that this well known definition doesn't really identify what most entrepreneurs are missing out on when creating their marketing messages. What you say to your audience has the power to influence them and dramatically increase the power of your marketing. And your message needs to be crafted with care. Your message isn't just what you're saying to your audience, it's how you say it to them.

You can elicit an emotional or logical response that reaches them on a deeper, more personal level. It's also how you communicate to them in a way that makes them feel like the message they're consuming was created just for them, like you really get them.

Last week, I revealed my step by step process on how to share a compelling story, which is the first step to ensuring you master messaging because without a strong story, and strong stories in general, your messaging will not be engaging. But on top of not understanding how to tell a compelling story, the biggest disconnect I see with most entrepreneurs is that they do not understand the difference between their personal story and a brand story.

So it's one thing to just tell stories, but are you being strategic about it?

I'm going to walk through the difference between the two and share why each is important and how and when to use them. To begin with, your personal story is exactly what it sounds like: the story of who you are and how you came to the work you're doing in the world. Learning to tell your personal story can help in many ways in your business, understanding your story can help you live in alignment with your personal values, purpose and vision. And it can help as an attractor, your story helps connect you with others who share the same values and vision. It helps to build that know, like, and trust factor with your audience and if done right, can produce that neural coupling we talked about in the last episode.

Now you may be telling stories day to day within your brand stories, say on social media that are relevant to a specific topic, say about the time you did your first Facebook Live and were mortified and that you stuck with it and you now are a confident speaker. For a speaking coach, that would be a perfect mini story. But your personal story within your brand really dials down to the relevant moments throughout your life that led you to where you are today.

When I work with clients, we really work to break it down into three to five pivotal and relevant moments that add up to a beautiful cohesive story. By weaving together your backstory, your values, vision and voice, you can then share a powerful personal story that aligns with your ideal audience.

On the other hand, your brand story really has nothing to do with you. Your business is the container, but the goal of the story is to create a connection with your audience and invite them into your brand world. A brand story is the narrative of your brand. Not only should it provide information to the audience about who your company is, it should also tell them what your motivations are and really should inspire an emotional reaction.

It's important to share why you started the company rather than how you started it. This helps get your mission across as well as your core values in a different way through the container of your business. It also helps you position your audience as a character in your story because the reason you started the company was to address a certain problem or need that your potential clients have, right? So your brand story is truly the foundation of your brand and a strategy for future growth.

So, although your personal story is super important and I work with clients on both their personal and brand stories, if I had to pick, your brand story is much more important.

So, knowing that, let's dive into the details of what makes a compelling brand story, and I'm going to share the exact steps to get there.

Each brand has its own journey and deserves its own story. Your brand story begins with a connection made when someone hears about your business for the first time. Maybe when she sees your logo, visits your website, reads your about page, or experiences interactions on social media. The signals you send out are not simply what you do and how well you do it, but also what you stand for, which builds the complete picture of your brand.

The best marketing often happens when you're not listening and your customer is telling a friend how your product changed her life. They're actually engaging in the brand story. It's your job to give your potential clients a story to tell, and having a compelling brand story will do just that. Because if you don't have a profound story to rally around, you have no way to differentiate your brand and business. And really, you end up just being another commodity.

Creating a brand story is not simply about standing out and getting noticed, although that's a piece of it. It's about building something that people care about and want to buy into. It's really about framing your value, thinking beyond the how of your products and services, and creating loyalty and bonds with your audience. So a brand story is not just a catchy tagline that's pasted on a billboard, nor is it a 30 page manifesto. It's a sweet spot in the middle.

So, just to give you some context, brand story is how Starbucks created a whole new coffee category, how Apple created a raving fan base, and how Lululemon elevated itself above its competitors. It's why people will drive further and pay more for that premium latte, wait in line for a new device, or spend twice as much for workout gear. Your product or service is only a part of the story, and a potential client's relationship with your brand will likely begin before they actually purchase your product or engage with you. Then, when they do purchase your product or sign up to work with you, they must feel like they're buying part of your brand story. They will then own the story, and therefore they trust it.

The client becomes part of your story because they've literally bought into it, and that creates loyalty.

Through years of experience of working with entrepreneurs and brands, I have developed the Legacy Brand Method™. And this brand communication strategy enables you to tell your brand story easily and effortlessly. It's the foundation upon which you differentiate your brand and make an emotional connection with your audience. A great brand story strategy will help you stand out, increase brand awareness, create that loyalty, and multiply your income and impact.

So it doesn't matter if you're a coach, a service provider, a health practitioner, maybe a yoga instructor, lawyer, maybe you're launching a new online platform or simply selling Widgets. You need a brand story that will help engage your audience so you're not fumbling around trying to explain how you can help your people.

So let's dive into the how. These are literally the steps that I take my clients through to develop their strategic brand story. The first thing that you want to do is identify who you're speaking to.

You've probably heard this before, but it's the most important piece of marketing, hands down. If you are not clear on a specific group of people you're speaking to, you may as well not say anything at all. It's worth repeating speaking to everyone is as impactful as speaking to no one.

Now, this does not mean you have to niche down to the smallest possible niche in the world like some brand experts teach. I actually help some people reverse niche because they've gone too far.

But it does mean that you have to pick a subset of people, not everyone. It's simply not effective and typically leaves audiences bored and not sure if they can trust you. If you feel like you're missing out by not speaking to a broader audience, check out these stats: 63% of consumers reported that they connect better with brands to provide content that is personally interesting and relevant. That makes sense. 63% of consumers also say they are highly annoyed by generic ad messages, and 74% get frustrated by generic website content.

So you really need to make sure that you're differentiating yourself. So if you haven't already defined buyer personas, be sure to take the time to do so before you move forward. Your ability to reach your audience will be amplified if you can reach them on a deeper, more personal level. Next, you need to identify their struggles. The perfect way to determine your why is by identifying the pain points of your audience and how your product and service can help solve them.

So think about it: what problems does your audience face and how does your product or service stand to help improve their lives? You may know some of these, but you need to dig deeper. You can't hope to convince someone that your product or service is right for them if you don't even fully understand why it's right for them. Your message should speak to your ability to help them by showcasing the benefits of working with you or purchasing your product. You can't assume that your audience wants to hear about your features and pricing and all the details you really need to showcase your ability to help them solve their problems more effectively.

Your message would be based on a clear understanding of the specific problems your audience was facing if they can directly speak to their pain points. The difference between simply listing those features and outlining that your audience cares about is that you're showcasing the benefits through features that your ideal audience shows interest in, not just spouting off random tips and tricks without really digging into what their issues are. Okay, next up is presenting your unique solution. You've determined the problem your audience is facing. Now it's time to prove them okay, I got to start that over.

You've determined the problem your audience is facing. Now it's time to prove to them that you truly understand what they're going through. Relate to their problem with empathy. Show that you care about their problem and that you want to help them. It's not about you wanting to get more dollars in the bank.

You want to show them that you're here to help guide them through the problem and get to the other side. Then you want to show them that it's common, it's not their fault, and really say that it doesn't have to be like that. At this point, you can outline the benefits of your product and how they'll never have to go through that problem again thanks to what you're serving them with. Because most brands focus on telling their audience who they are and what they do rather than sharing what's actually important to the audience, and all they care about is what's in it for them. How can you help them stop talking only about what you do?

Instead, your brand story should be all about the amazing benefits people will receive from your product or service. This piques their interest rather than pushing them away with boring sales like marketing messages.

Now, of course, there's so much more to crafting a powerful brand story, and we'd be here all day if I was to share it all with you. But these are the top three steps that you can take to create a compelling brand story. It's also why I created my Legacy Brand Foundations® program, which helps create your brand story, your personal story, craft a powerful tagline, determine what your title should be, and so much more.

We're currently in our 11th cohort of LBF, and women are having the most powerful breakthroughs left and right in determining their messaging. So if you've never invested in your brand's foundation or you're pivoting in your business and you're not sure how to shift your messaging, we're currently doing early bird enrollment for the next round that begins in February.

We already have an amazing group of women forming, so if you'd like to kick off your 2023, elevating your business to be the go to in your industry, DM me on Instagram. I'm @TiffanyNeumanCreative, and we'll have a quick chat to see if it's a good fit.

Now, as always, I want to give you as much value as possible simply for showing up and being here with me today.

So to close out today's episode, I want to share a few more tips that you can infuse into your brand story to make a truly powerful marketing message. Because on top of your brand story, the following can help take your income and impact to the next level.

The first is speaking their language. So we talked all about today how you want to share the benefits, what's in it for them, why they should care, instead of just talking about yourself and the ins and outs of your offer. So this may seem a little obvious, but so many people missed the mark on this.

Your message should be crafted in the same way that your customers speak. If your audience doesn't use big words in technical terms, what makes you think they'll relate to your message? Do your best to keep your copy simple and straightforward, as if you are having a conversation with them. You can still sound professional without confusing your audience.

Now, this is something that even I struggle with over time because I have a corporate and a professor background. So I've really been working over the years to narrow down my messaging and to tell it in a compelling and simple way that everyone can understand. So really think about it next time you're telling a story or crafting your brand story. How can you simplify it? Because, as we know, sophistication comes from simplicity.

Next, you want to think about using a mix of emotions and logic. You might have actually heard that people buy from their emotions. We're told this all the time in online marketing that you have to make them feel emotions. But research shows that people actually buy on an even mix of emotion and logical reasoning. It's not only based on emotions. So it's important to help your audience see both sides in your brand.

So, for instance, say a car brand like Lexus advertises, and they say we have the sexiest style with the highest quality. They're really influencing the buyers emotions with the sexy style that they love, but also engaging their logical side by helping them understand that the quality is there. They have a quality product and it's a smart choice.

Next up is hooking people with a tagline. Once you clearly understand who you are speaking to, the problems they care about most, you really need a powerful tagline.

The point is to relay the most important benefits in a single powerful line. That gets buyers interested in knowing more about how you can help them. And the main issue I see with clients that come to me is that they try to fit a whole paragraph in their tagline. And you know as well as I do, taglines are short, sweet and succinct like Nike. Just do it. Right.

So a tagline can really make or break your audience's first impression of your brand and your product and service. It's really meant to pique their interest and get them to want to know more. So take the time to craft an effective tagline that gets noticed and helps you stand out.

Which leads to my next point, which is work to stand out. You probably hear this all the time too. So many courses and masterminds will tell you that they can help you stand out. And yes, you need to stand out in a crowded marketplace. And it's so true. One of the most important parts of an effective marketing message is differentiation. Your primary goal always needs to be deliver results to your clients, because that's how you're going to grow over time.

If you're not delivering results, people aren't going to come back, they're not going to spread the word about you. But it also needs to represent your brand in a way that's unique and distinctive. So I really work with my clients on a deep level to help differentiate them by doing an analysis on competition asking, doing brand research and market research.

But there're three quick questions you can ask yourself on how to differentiate yourself. The first is, if your competitors are listing the same benefits, what reason do people have to buy from you? Do you know what that reason is? What additional or unique benefits will your customers receive when working with you versus competitors? And number three is, is there a way to personalize them even further and help you relate to an even more specific buyer persona?

So jumping back to that buyer persona we were talking about earlier, can you personalize and get deeper and closer to them and knowing what they need so you can differentiate yourself?

Alright, I trust these tips have been helpful for you today.

And you're on fire to up level your messaging and in particular, your brand story. You may realize now that the process of developing an effective marketing message includes storytelling specifically with your brand story. And it's more complex than most business owners truly understand because we tend to focus on delivering an overly complicated description of what we do every time we try to sell something, right. When very few people actually care about any of that and that information is not clear.

They're not going to sign up to work with you or purchase your products. It's simply because you don't know what you don't know. You are a genius in your craft, but you're not expected to be one in branding.

I'm grateful you're with me on this journey so I can support you with my expertise, so you can learn branding and really catch your ideal audiences and meet them where they're at. Don't be shy. Shoot me a DM on Instagram @TiffanyNeumanCreative to ask any questions you may have, or if you're feeling a bit tongue tied when it comes to your brand story, I'd be happy to support you.

I'll see you here next time in the Legacy Lounge.

**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](http://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?