

The Legacy Lounge Podcast with Tiffany Neuman  
Season 1, Episode 35  
Legacy Leader on Brand Story: Kristen Westcott

**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:** Hello and welcome. I'm so excited to interview a Legacy Leader who is super aligned with the values we hold here at Your Legacy Brand, Kristen Westcott. Kristen helps online coaches and course creators increase their sales with ethical-conscious copy that attracts and converts their ideal clients. She's driven by her passion to help female-owned businesses thrive in an online culture that rewards hustle and hard work. She believes it's possible to have a thriving business that aligns with us, without putting us on the path to burnout. Kristen also has been through our own Legacy Brand Foundations® program, and along with serving her own clients, serves part-time on my team as a website copywriter.

Kristen really knows what it takes to have a Legacy Brand™. The theme this month in the Legacy Lounge is Brand Story so I've asked Kristen to join us to talk about her own career, as well as to have a discussion to further what I've already shared about brand story versus personal story, and what it means to ensure your copy is truly conscious and ethical, because Kristen is an expert on that as far as I'm concerned.

So, Kristen, first of all, thank you so much for joining me here today.

**KRISTEN:** Thanks, Tiffany. I'm really looking forward to our conversation.

**TIFFANY:** Amazing. So my first question for you is: I'd love for the audience just to know a little bit more about you and your work in the world and the journey that you've been on to get to where you are now. Because I know that you have a really robust background and experience and it kind of culminated into being a copywriter of conscious entrepreneurs and serving entrepreneurs with anxiety.

I feel like we all have journeys and it's always amazing to hear that journey from other people's perspective, to know that they're not the only ones, right?

**KRISTEN:** Yeah. So, I mean, if we really want to get into the conscious copy piece, it circles back to when I started university. I majored in sociology and the university I attended had a focus on social justice. And so I did an undergraduate and a master's in sociology, where we talked a lot about the injustices of the world. We talked about issues of race, class, sex, gender, ability, all kinds of elements like that.

And with my degree, I went on to serve in a different capacity. I worked in law firms, I worked at the university doing learning skills strategy. And then I had my children. And when I had my children, both my daughters, I experienced really extreme postpartum depression and was working with a therapist at the time who recommended that I look into getting a hobby or something that was just for me. I've been so ingrained in the academic world that I didn't really have anything that I did outside of that work. And when I started googling all of these things, of course what came up was a lot of life coaching programs, health coaching programs, things like that. And so I looked into that, and I actually registered and started a program to become a health coach.

I got certified as a health coach and a life coach, but knew nothing about running a business as most people do when you go from just learning about this new online space. And so I, of course, started to register for all kinds of programs in the online space about how to run a business when you're just getting started, and messaging and niching and all of those pieces. But because I had such a background in academia, I of course didn't take one course at a time. I took multiple courses at a time and was in the Facebook groups for all of those courses. And what I ended up finding was that after my kids went to bed each night—so I would go to work all day, come home, I would be mom—and then after the kids went to bed, I would hop online, and I would be interacting in Facebook groups, and I would be getting on zoom calls with other women. And what I was doing was I was actually supporting them in all the other pieces that I was learning in the courses that they weren't in, right? So I was like, "oh, well, with what we're learning in this course, you could add this element or that element."

And I started really helping them focus on the entire funnel or their customer journey or all the other messaging pieces that I had been learning in the other courses. And I got thinking, "wait a minute, this is actually a thing, right? I could turn this into what I did online."

I didn't feel comfortable calling myself a business coach because I was just getting started. But what I did was I looked at, "okay, what am I doing? Well, I'm helping them project plan launches. I'm helping them really kind of get all the assets together. I'm helping them figure out different tech pieces that I had already learned." And so I looked more into what was that like, what was that called? And of course, we know in the online space, there's so many different names for everything.

**TIFFANY:** Yes.

**KRISTEN:** And so when I landed on was like, maybe this was an OBM, right? Maybe that's what this was. And so I started looking more into, what does it take to be an OBM? And I actually stumbled into another program where I got certified as a director of operations. And I don't want to get into the difference between the two today. But essentially what it was, was as a director of operations, I was running the back end of the business. I was kind of the right hand person. I managed the team, the projects, the processes. Kind of kept all the ducks in a row so that the CEO, the business owner, could be the face of the business could focus on visibility, could focus on their energy around the launch. And I did that for a couple of years and the pandemic hit in the middle of that. And at the time the pandemic hit, my kids were three and five and they came home and so I lost all external support.

**TIFFANY:** Oh my gosh.

**KRISTEN:** Yes. Again, I don't want to get into that tangent there, but suffice to say, three can't even open an applesauce by themselves, right? I had to do everything and entertain them while I was still running the back end of three different companies. So I was fractional in three different companies, which meant managing three different teams, three different sets of projects, three different sets of quarterly launches, and 2020 had several other things happen at the same time. That's where we saw the initial Black Lives Matter really came to the forefront. We had several other political things with the American election, a lot of stuff was happening that year, which meant every business I was running was pivoting.

**TIFFANY:** Yes.

**KRISTEN:** Right.

**TIFFANY:** If it was the word, I think it still is, but pivot was definitely the word then.

**KRISTEN:** Yes, so many gifts that went along with that. Right. I kept thinking, "oh my God, I can't do this, I can't do this." And it was like, oh, six more weeks and we're going to reevaluate. Six more weeks, right? Every government was saying, "in six weeks we're going to reevaluate."

And it got to the end of 2020. And I was like, "what am I doing?" "I am exhausted, I am burnt out and what am I doing? This is not why I got into business. I'm not life coaching, I'm not business coaching, what is happening here? How am I contributing?" And I really had to sit and look and reflect on what was it that I wanted to do, which at the time I didn't know was create a Legacy. Right? But that was essentially what was missing was I wasn't feeling like I was actually doing anything bigger. Right? I didn't have that. My why had disappeared. My purpose had shifted. Given everything that was going on in the world at the time, I had no idea what that looked like. And so I spent a lot of time journaling and trying to figure that out.

I joined Legacy Brand Foundations and really tried to kind of work through what was my Legacy Brand and through that development and through that discussion was when I ended up shifting into copywriting. Because for a couple of reasons, this circles back to when I went to school, I wasn't really involved in

social justice. And everything that was happening with the Black Lives Matter movement really made me feel guilty that I wasn't participating in that conversation, when that had been such a big part of my life before I had children.

And so I was working through all of these emotions and all of these pieces and thought, where do I contribute to this conversation as a white woman? What is my role in this and where do I contribute? And what it came back to was I could not at all speak to what it was like to experience the world other than as a position of a white woman with privilege. But what I could do is I could support the online marketing space to be more conscious and more ethical in the way we spoke to our audience. And so that's when I decided to shift into copywriting, which before had never felt right to me because the model of copywriting that was out there, the launch format and the types of emails and content we were putting out in the online space really did not sit well with me.

And so I thought, well, I can do this a different way and I can help other people do this a different way. And that's when I ended up making the shift into copywriting and focusing more on ethical and conscious copywriting.

**TIFFANY:** Yes, so good and thank you for sharing that because I know it's quite a journey, but I think it's so important for people to hear the whole backstory. It's like you came full circle and you gathered all these tools and really amazing things along the way. So I just love when we work together, it's like, oh, I know your timely, you know the back end of businesses, you know how the online world works and you know the conscious piece. So it's so beautiful and all of those things come together and when you run a values-based business like myself and all of my clients do, that's a huge piece of it. And we've seen that huge shift over the past three years and I think so many of us, especially as women, went through some sort of feelings like you did with like having the kids home and reevaluating how much we were working and oh my gosh, I think we could go on a tangent about that. But I think it's just so beautiful that it did come full circle and so you can do something that you love and then also weave in like what you're super passionate about and like what you went to school for and it's just so awesome.

So thank you for sharing that and I want to get a little bit into the conscious piece a little bit more a little bit later on. But since this month is all about brand story in the Legacy Lounge, I'd love to start there. As a copywriter and all of the other pieces of the online business world that you know about, how important do you think it is to have your brand story nailed down? Because this is something that I think a lot of people don't realize, like you said, especially when there're all the things as an entrepreneur, to think about and to learn. But I found that it's one of the biggest pieces that people are missing and I just love to hear it. They heard it from my perspective in earlier episodes. If you haven't heard that, go back and listen. But I'd love to hear it from another perspective.

**KRISTEN:** Yeah, so, I mean, brand story has always been important. It's always been a way for you to set yourself apart from other businesses for people to understand. Because one of the things you hear a lot in the online space is like there are thousands of people doing what I'm doing, how do I stand out? And the way you stand out is through your brand story. And that has become even more important in the post

pandemic world because like I said, Black Lives Matter really started a chain reaction in social movements and really recognizing what it was that we were doing, whether we were remaining silent or whether we were actively contributing, we were making decisions and choices. Your brand story and your brand positioning and talking about your values throughout that brand story really helps consumers, your audience, make a decision about who they want to work with, where they want to put their money. Because we vote with our money, right, with where we choose to spend is casting a vote for the way we want the world to operate in the future. And many people are becoming more conscious about the decisions they're making and who they're choosing to work with and where they're choosing to allocate their money.

And for you to be able to understand and communicate to them your brand's positioning, your brand story is really important in today's online marketing world and offline as well, but even more important in the online space.

**TIFFANY:** Yeah, so, so true. And so I also shared the difference between brand story and your personal story. So this is something that people tend to get confused about because they just think of story and they think of their brand story being about themselves.

If you didn't go back and listen again, go ahead and do that. But really quickly, your brand story is really like Kristen is saying, the positioning where you're speaking to your ideal clients and really allowing them to come in and to get to know who you're serving, why you're serving, your values, all those things. Where your personal story is your background.

So Kristen, you just shared a snippet, a big piece of your personal story. My next question is around that. When we're talking about websites, because you also write websites, you write all kinds of copy, where do you think the personal story comes in and how important is that as well from your eyes?

**KRISTEN:** Again, I think it depends on the position of your brand. Are you the face of your brand or is your brand a bigger company with several people operating behind it as a team? And if you are a personal brand like many entrepreneurs are, then your personal story becomes a portion of your brand story. You're going to want to weave that throughout your copy, in your about page, really, really strongly is going to focus quite a bit on that, but also through other elements of your copy, through your services page, through your home page, most definitely in the emails that you're communicating with your audience.

But if you're a larger brand where you don't have one person as the face of the company, you're still going to want to weave those personal elements into your copy. So your brand story, your company story is going to take forefront. We always want to know who is behind that brand, who are the people we're going to be interacting with on a daily basis. If you've got ten people on the team, we want to know who are they? What are their values? What are their experiences? How did they get to working for this company? How do we know that they're going to be the ones that are going to be able to support us with this problem?

Many people have had some negative experiences with working with larger companies that make one promise and maybe don't necessarily fulfill or deliver on the back end, including your personal story and that of your team. Like the core team members, maybe not everybody, but the core team members becomes an important part of them being able to trust your brand as well, because they can trust the people that they're going to be working with directly.

**TIFFANY:** Yeah, so true. And I feel like the reason I want to touch on that is I do have people sometimes when we're creating a brand and they're like, the brand story makes sense. "I want to talk to my audience. I want to talk and make it about them."

Well, actually, I see it one of two ways. Either that or they're so focused on themselves and only talking about how *I* can help you. And all the language is I, I, I, I. So it's really this magical place of when you know the brand story and you have the personal story, you weave those in together, like you said, because so often I do have people in...Like, my personal story is very personal and I don't really want to share that. But the truth is, you know, we know so many of us have read Brené Brown's books around vulnerability or different things like that, and people want to get to know, like, and trust you. And if you just have a front over the business without any personality, like you're saying, that can lead to people not really having the trust they have.

And there's also that balance of how much do you share? Make sure your personal stories are relevant. You don't need to share...Vulnerable doesn't mean you share every little detail. So there's definitely a balance too, which we won't get into all of that now. But that's so true. I love that you said that weaving together is really the key.

Now that we covered that, because conscious copy and ethical copy can definitely be a part of the brand story, part of the personal story. But that goes into your website. It goes into your content and with the brands that we create, it's so, so important to me because I think the age of the bro marketing and the different tactics that were being used that people feel like, "oh, I feel icky being a salesperson" so I really like to look at sales as invitations. Like, how can you truly help people?

So diving more back into that conscious and ethical copy, can you first describe a little bit more about what that means, which you did, but just somebody's like, "okay, I get it you want to be conscious and ethical, but what are a few examples, for instance?" And then we'll just go from there.

**KRISTEN:** Yeah. So the first thing I want to note is that I'm not the ethics police, right? There's no bar. There're no rules of, like, this is ethical, this is unethical. This is conscious, this is not conscious. But the goal is, as you're doing things in your brand, whether you're writing an email, a social caption, doing a video, or any of those pieces, copy can be spoken or can be written, any of those elements, you need to be doing it, like consciously not letting your subconscious kind of take things away or not doing things the way they've always been done. You need to sit down and say, "okay, why am I doing it this way?" And making sure that the choices and the decisions you're making are completely in alignment with your

brand values, with your personal values, and with what you think is best for your particular audience. And so there's lots of debate around things like, should we use countdown timers or not use countdown timers? And again, there's no right or wrong answer here. You have to really think about, "why am I using the countdown timer? Am I using this countdown timer to help people make a decision?"

A lot of neurodivergent people need that to help them make the final decision. Or, "am I using this because I want people to make me I want them to buy it...I don't care whether they're the right people at all...I just want to fill my program with people." And so you making that distinction in your head will help you determine whether or not the countdown timer is right for you.

So, again, there's no ethical right or wrong. It's being conscious of the choices that you're making about what you include or exclude from things. There's discussion around payment plans being marked up. So, for example, full pay is this much. And then payment plan, they pay typically around 20% more. Again, there's no right or wrong answer there, but you have to ask yourself, "why am I doing this? Is it in alignment with my brand values? What are some of my brand values that would help influence this decision?"

Some people's brands say that, "well, I have to hire an administrative assistant to deal with payments. If people change their credit cards and the payment bounces, then my administrative assistant has to kind of contact them."

Right. I mean, there's various reasons that you can make a case for the payment plan and if that's what you want to do, then that's the choice you make. But you make it consciously. Other people's brand values might be different in lines of more of affordability or they might have specific reasons why they know certain elements of their audience would need a payment plan because of situations of where they live in the world or experiences that they may have had in the past. Those kinds of things where they decide. My payment plan is just going to be my full pay divided by 6, 10, 12, however many payments it is that and I will absorb any administrative costs on the chance that some people need to be followed up with. Right. And so again, it's up to you. It's up to your brand values and what you want to do.

But making sure that every decision you make is because you've consciously thought it through from those angles, rather than being like, well, this is just the launch model, this is just the way it's done and I'm just going to follow it because it works and people can't say, I can make six figures with this launch if I do it this way.

We want to make sure that we're really making decisions that are in alignment with us, our values, our brand and what we think is really best for our audience.

**TIFFANY:** Yeah, I love that and that you said I'm not the ethics police. Because that's the truth is the online space is not regulated in any form and I think it is really important for us to be conscious and also be conscious of who you're learning from and what you're putting out into the world. Because just

because somebody says, *this is the way I did it, the right way*, doesn't necessarily mean that like you said, it aligns with your values.

I personally have gone through this. When I first came into the online space, I didn't know any better and so I had used some, I guess you could say, tactics in my emails and things like that. I don't use countdown timers and that's for me. But I do say this is your last chance because I really do have a program that's starting and ending, you know, so like, it's not a scarcity model to force people in. It's really like, okay, we're going to start next Tuesday. You need to make a decision. So like you said, it's really awesome to think about it in that perspective and not to be scared either.

I think there's this like this little bit of sense of like people being afraid of getting canceled or being afraid of getting called out for things, and that's no fun either. I feel like making those conscious choices, then you can feel good in your heart that you're making the right decisions, but also stay in your lane and don't worry about what other people are necessarily doing and saying and you know, everybody is doing their thing and the way they want to do it and they'll attract the people that they attract through those methods. So good.

I think this is a conversation that needs to happen more and more. So I'm so glad we're having it. So what are some things that people maybe like, they're hearing this discussion and they're like, "okay, I have to start thinking about this more." What are some things that people tend to overlook and this could be conscious wise and like ethical decisions or just in general when they're writing and crafting their copy because they're not an expert like you who's been through the trenches of the online space for so long, or like myself, who's been doing branding for almost 20 years.

What are just a few things that you would share as far as the most important pieces of copy in general?

I'm putting you on the spot, but what comes to you?

**KRISTEN:** I've got a couple of things off the top of my head, but we could literally have like a whole hour long discussion about this on itself. Okay. So there are two things I'm going to focus on just to kind of keep the container the way it is.

**TIFFANY:** Let's keep it in a container.

So the first one is when we're telling our story, especially on sales pages and emails and that kind of stuff, where the business owner tells their story of their transformation. Why I can help you is because I've gone from A to B and this is what happens.

A lot of times we tell what Kelly Dales refers to as the rags to riches story, right? Where it's like, I was destitute on food stamps, whatever, and I went here and now I'm making multiple six figures or a million dollars a year and that's it, right? That's all we hear is I went from A to B. We don't hear the part in



between about how much work it took and the ups and downs that there were and that, yes, there were failures and I shifted and I learned and I grew and I overcame that.

That is really harmful to our audience. When they're reading that, they're going, "oh, my goodness, I can do that too. I can do that. I can go to six figures in 90 days or, you know, six months or whatever." And they're putting all of their faith in that program without getting the full story.

**TIFFANY:** And pressure on themselves, right?

**KRISTEN:** And I work with anxious entrepreneurs, so I know that when they see those kinds of things, it does, it increases that pressure of, if I can't do this then there's something wrong with me. No, no. If you can't do it, it's because you've missed a little piece of that program that hasn't been conveyed to you, and that's the work and the support that was required. And you don't know how many members on their team they had to help them do that in that time frame. We're really missing the backstory there. And so that's the first thing is make sure when you're communicating with your audience, whether it's email, sales page, social posts, that you're giving them the whole story. I mean, like we talked about, not all the sort of details. You don't have to be all extremely vulnerable. But within the appropriate container of, "I did go from here to here, and it was work, and I had this many people supporting me telling them that."

**TIFFANY:** Yes.

**KRISTEN:** "You're going to get that transformation. And I absolutely can help you get there. But we're going to have to work through this together. And it's going to be a journey. And it's not going to be all sunshine and rainbows. There's going to be some times where you're going to feel challenged, and that's why we need to do this together, because I'm going to be able to...I've been there. I know all of those pieces, and I can help you get through that."

Right? Don't downplay your story. Don't make it cinderella. There was no magic fairy fairy godmother that went bibbidi bobbidi boo. And you turned into, like, this new person. There was work involved. So that's my one soapbox.

The other one is a really easy shift that anybody listening can make is to go through your copy, go through your sales page, whatever, and look at the state, the you statements, right? Because copy is very you focused, you driven, and really have a look at those statements and look at when I'm using the word you, am I using it in a way that is suggesting a negative connotation about you're struggling, you're failing, you're the problem, essentially, is what we're telling them, and I'm your savior?

We really want to have a look at this idea of thinking, okay, is there a way we can distance that you and make it more of a collective? Because it's not that person's problem. They're not the reason they're in that situation. We live in a culture. We live in a community. We don't live in little bubbles. Everything that's going on around us is impacting our ability to work within the culture that we have. And so if we're struggling with time management, if we're struggling with whatever it is that you're trying to sell within your

program, it's not that individual's fault. It's they're trying to operate within an ecosystem, and there are challenges in that that you can help them figure out how to better operate within that system. It's not them. They're not broken and needing to be fixed. The system is broken and you're going to help them figure out how to navigate that in an easier way, a faster way, whatever your promises in your program.

This does two things. First of all, one, this gets away from that bro marketing of blaming and shaming the client into taking action. The second thing is if you've broken down your client or your potential person, making them feel like there's something wrong with them, they're not going to get the transformation up from your program because now you've got to help them rewire their brain to understand that it's not them, that they are capable, that otherwise they're going to have mindset issues and self sabotage. So you don't want to start from that negative place.

You want to build them up right from the very beginning of that sales page saying this is not you. This is the world we live in today and I can help you navigate it so that you're not experiencing these challenges. This will help you. This is the transformation you can get so you can live in this world, in this environment, in a better way, in a healthier way, in a happier way. Again, whatever your program promises. So that's the first part. And then use the you statements in the positive pieces so that they can see what's possible for them. That's where you can use the you statements because you want them to be able to picture themselves and envision themselves in this wonderful uplifting, empowering way.

**TIFFANY:** So good. That is gold right there, ladies and gentlemen, mostly ladies listening. Thank you, Kristen. It's so beautiful and it reminds me in the brand story piece, we talk about you as the guide. You're not a savior showing up. I'm going to fix all of your things. You know, I'm here to guide you. I love what you said on the journey and also the turning point of that it's really not their fault.

Like you said, it's the context of the world, which is really interesting because that's the next question I had for you before we start to wrap up here today was we both share in this, I guess, shared value of not having the hustle and hard work. And I think it's because we both came from a place of hard work and hustle, whether it was in academics and corporate or our first years as entrepreneurs because it felt like the only way to do things. And I think there's a shift in that too, happening right now. A lot of women especially are waking up and like you said during the last couple of years, why am I working so hard? Where did my why go? What am I so passionate about?

I know you've really worked on creating your business in a way with boundaries and managing your time. And I was able to take a sabbatical this summer, which was amazing. And it's not like there aren't seasons. I have busy seasons and less busy seasons. So like, you can't beat yourself up if you find yourself back in that place a little bit, but like put boundaries around it. So I'd love to just hear your thoughts on that and any tips for when you've kind of shifted and navigated that and come out the other side.

What's one tip for a woman who's listening today? And was just like, oh, I'm just so tired of working so hard all the time. And it feels overwhelming and it's like a lot of times it's tied to money too. Like, well, if I

work less, I'm not going to make the money. And actually I'm going to have a whole other episode on this or like series on this topic later so we don't have to go into depth. But just because you've been on that journey, I'd love for people to hear from you.

**KRISTEN:** One of the biggest things I had to constantly ask myself is for every single task that I sat down to do, whether it was in my clickup or just handwritten on a post-it note because I thought about it at nighttime was, okay, two things. First of all, is this going to get me closer to my goal or is this just a little distraction? Right? So that's the thing, right? There's tons of shiny objects that are happening online. So for every single thing I would look at, OK, I'm going to send this email. Is this email going to get me closer to my goal? I'm going to create this social post. Is this particular post going to get me closer to my goal or is this a little distraction? Right? So that's the first thing.

The second thing, especially when you're in that season of chaos, right? We all have that. Whether you're launching, whether for me, it's September. In my personal life, we have five birthdays, two anniversaries. My husband goes on a golf trip each year. His hockey league starts and his golf league is still going. Like September is insanity.

So what I constantly am doing is I'm looking at going, okay, what if I didn't do this? And then looking at probably nothing. Probably nothing. Is it going to impact my revenue? Probably not because the majority of my clients come from this particular source. So guess what? I didn't post on social. Right? The world did not end. Nobody came to me and emailed me going, hey, where did you go? I haven't seen you on social. When I started posting again, they just started replying again. So if you have that busy season, ask yourself what's going to happen if I don't do this? And then give yourself permission to take it off the list for that week or that month or whatever it is, and resume it later when you have the capacity in your business or when it makes sense for what's coming up in your business or what have you.

**TIFFANY:** So good and so true. Awesome. All right, so as we kind of have to wrap it up here, of course I have to ask you about legacy because this is the Legacy Lounge. So first I just love to hear what does legacy mean to you and why it is important?

**KRISTEN:** Yeah. So legacy to me means being known for something for me, something important that I've made a difference in somebody's world and knowing that, God forbid, something were to happen to me in the next six months, a year or whatever, what would people be saying about the work that I did in the world? Again. How did I contribute? And it could be contributing to my family, it can be contributing on the business level, can be contributing to the community, but what is involved in that? And I know when I went through Legacy Brand Foundations, we actually did look at all of those pieces. Right? What was the legacy of this brand I was building and didn't have elements of the contributing in community format and what have you. And so for me, that's what it is. It's looking at what are people going to look back and say about me as a person and what I was contributing in the world?

**TIFFANY:** So good. Awesome. And on that note, what are you most excited and proud about creating or doing that will stand the test of time?

**KRISTEN:** Yeah, so, I mean, definitely creating conscious copy is something that's really important because I think the more people that do it, the more people that know about it, then that will stand the test of time because we will be shifting the face of what people are experiencing online.

I have two daughters and my hope is that by the time that they are teenagers, that they are not marketed to in that shame or blame context, that people are being more conscious of the marketing. And I focus quite a bit on working with anxious entrepreneurs. We don't have diagnosed anxiety, but people who are experiencing really chronic overwhelm and helping them work through that so that they can continue to build their business, they can continue to thrive, they cannot have these constant periods of hustle where they feel like they're just waking up and what is the point, right? Like, I was feeling in 2020, like, what on earth am I doing? And really kind of seeing a way forward that aligns with their values and their vision for what it is that they wanted to do. They don't have to give up.

**TIFFANY:** Yeah. It's so important because I think there's so many people with amazing gifts to give the world and those things can hold us back. So good.

All right, well, everyone, if you would like to connect with Kristen. We're going to put that down in the show notes [KristenWestcott.com](http://KristenWestcott.com) or on LinkedIn. So just right below the episode. That should be pretty easy to reach her and Kristen, just so grateful to have this conversation today. It's so awesome working with you and weaving that conscious copy into people's Legacy Brands. Just so grateful to know you and to have you as part of your Legacy Brand and for the work that you're doing in the world. So thank you for being with us today.

**KRISTEN:** Thank you so much for having me.

Awesome. And remember, if you're not consciously building a legacy, you're simply building a brand unconsciously. I hope this discussion with Kristen inspired you to take take action, even if it's simply moving the needle towards the direction of your legacy. Because if we all focus on making an impact together, the ripple effect will truly make a difference. See you in the next lounge.

**OUTRO:** That's it for this episode. Thank you for listening to The Legacy Lounge Podcast. Connect with me on Instagram [@tiffanyneumancreative](https://www.instagram.com/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?

