

The Legacy Lounge Podcast with Tiffany Neuman

Season 1, Episode 38

Say Goodbye To “Bro Marketing” & Learn How To Build A Socially Responsible Brand Strategy

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:

"Love is the secret weapon of the iconic entrepreneur. Work with love, lead with love, serve with love. Do these and you become undefeatable."—Robin Sharma

Let's face it traditional conversion copywriting can feel pretty hype-y, sales-y, and inauthentic. That's because it's based on triggering fear-based emotions. But for many women, especially those interested in building a brand based on healing or in helping the world and being a light, using that type of copy and marketing just isn't going to work. It simply doesn't feel right.

Often the response received by coaches or smart traditional marketers, they tend to say, "suck it up, it works, put on your big grill panties and quit complaining about it." You know, they think they really, truly mean well because it does work, and they do want to help other entrepreneurs make more money.

But it's not the response that conscious entrepreneurs are looking for. I myself was taught to write in this way when I first became an entrepreneur and was looking for direction in the online space, and it honestly felt awful. I knew right away that I had to shift, and it wasn't for me.

After fumbling my way around at first, because most people tended to use "bro marketing" tactics at the time—and this was only a few years ago, say about 2018—when I first got into the online space, and it was just the well-known way of doing things. However, I truly have found the balance of showing people how I can help them by gently pointing out what's holding them back and using love to guide them into the solution. It's been working so well that it's a huge part of developing my clients Legacy Brands™ as well. I

not only teach them how to create a narrative that sells with soul, but we develop their entire website to increase sales with conscious and ethical copy.

When we shift our messaging away from being fearbased and shame inducing, not only can we feel better about it, our ideal clients will, too. But of course, there's a very strategic way to do this because, unfortunately, fear does sell.

So if you've had the itch to go ahead and shift your marketing tactics, perhaps you realize that you are using some of those marketing tactics without really even realizing it, or you have been using conscious copy, but it hasn't been converting for you.

Today I'm going to dive into the idea of how you can use conscious marketing and build a socially responsible brand and market yourself in a way that still drives sales. Because I think the number one fear around not using fear-based marketing is that it's not going to have the same effect.

To start out, you want to think about building your culture around your values. If you've been listening to me and following along in The Legacy Lounge, I talk about values all the time. I truly believe that your values should be your North Star and guide everything, not only in your brand, in your business. Building a brand is really an extension of who you are as the owner, including your background and beliefs. And your brand is a mirror of your company's culture. If that culture is built around values, think of your purpose and the emotional and functional values people see in your company. Please do me a favor and make sure that one of them is social responsibility. Even if you are a solopreneur, you can easily ensure your values are always top of mind within your brand and this will bring in aligned clients who value the same things, which of course is an added bonus.

So that is the first shift to think about today is really create a culture around your values and if you are growing a team, make sure that you hire people that are aligned with your values. Everybody knows what the values are and they're woven through your entire brand.

Next up, a big piece is showing transparency. Now there's all this movement around vulnerability and we love Brené Brown for that. But there also needs to be a balance. Sometimes people can be too vulnerable and share too much, which allows people in their audience to be like, "I don't know if I really want to work with that person." Right? There's such a thing as oversharing.

So what I like to say instead is show transparency. Brand transparency is all about being open and honest when it comes to your products, your pricing, your values, and how you do business overall. Also transparency about who you are gives clients a view into what your company is all about. And experts agree that brand transparency is a critical, competitive differentiator. And with current climate of division in the world, your transparency will help win the hearts and minds of those who really need your help most because it builds trust and loyalty when people can feel you're truly being transparency. Of course this means true transparency, not pretending that you're being transparent. Now, if you're listening to this, I

know that wouldn't be you, but unfortunately there are some business owners that kind of fake transparency. So of course be authentic.

Next up, this is huge. It might seem obvious, but not enough companies I believe are really focusing in the direction there has been a huge shift over the last 15, 20 years. But focusing on improving society is going to help you move mountains in your business, make a difference in the world, but really also help build your brand in a way that people see you as a guiding light. I truly believe that every company can offer something in their field that can help improve society.

And just to prove that point, we're a branding company. So when I started this company, I was like, am I doing enough? Because I have such a heart for improving society or the world at large. And I'm like, how can a branding company make a difference? But we donate regularly to three organizations that align with our values. And at Your Legacy Brand, we believe everyone should have the opportunity to create a profitable business and legacy lifestyle. We know that depending on gender, race, age, sexual preference, or where you live, you might experience higher rates of discrimination, sexism and racism. And we really want to remove those obstacles. So we are working towards creating a fund to provide scholarships for female entrepreneurs who face greater obstacles in growing their businesses. This helps us to promote what we strive for and also helps us make a social impact. Wanting to build a better world needs to be the core business priority, not an add on.

It's time to move away from business growth and revenue generation as the main indicators for success, in my opinion. Now, that doesn't mean doing well financially isn't important or should be frowned upon. Definitely not. But building your brand around social responsibility will actually lead to more financial success. Perhaps you're also giving back on some level, and that's amazing.

But if not, what is that first step you can take to be part of the change you hope to see?

All right, on the same level, but slightly different, is putting people first. Putting people first is the best way to build a socially responsible brand. You need to understand their needs and wants, and you need to make sure that your brand is making a difference in their life.

Now, this isn't simply referring to your clients, although they are key to your thriving business. This is also true if you have a team. Are you putting them first? Are you proactively ensuring that they have a work-life balance and that you are working towards that too? Are you paying them a fair wage?

When people feel valued and cared for, they do their work with stronger motivation, a deep sense of meaning, and greater engagement. And ultimately putting people first, whether it's clients, contractors or employees it's truly an important element of business and brand strategy.

Now, this leads to my next point, which is I'm going to get a little bit bold here, so please don't be like those companies that only embrace social responsibility when it's convenient. You're not fooling anybody.

It's time to make social responsibility part of your core values. As I mentioned earlier, hire people who represent this ideal. Design your offers to be better for people and don't take advantage of people. Do it day in and day out, not just during these obvious times of year when every other brand does it too, or when there's a crisis and it's more visible. I could go off on a tangent here, but I will refrain. You get the point. I get really fired up about this topic because, again, I believe that there's so many people who truly are heart-centered and just simply haven't made this a priority and/or there's a lot of people that do it for show and because it makes them look good. So I really think that if you're going to commit to something, you need to commit to it and stick to it all year round.

Next up is seeking out expert opinions. Social responsibility is becoming more and more essential to the success of brands, especially to those are trying to grow rapidly.

One key to building a socially responsible brand is seeking out the input of experts. Finding resources from experts that can teach you about actions that will make a tremendous impact in how socially responsible your company is. I'm personally blessed to have a COO whose focus on growing businesses and dismantling unhealthy and oppressive work and business practices. Because I am a white woman and have inherent privileges, it was important for me to hire a woman of color to be by my side as a partner to truly build a socially responsible business. The really cool thing is I wasn't searching that out specifically, and we met and it was, I guess it's cheesy to say love at first sight, because that sounds a little silly. I don't think my husband would like that.

But it really was COO and CEO. It was a connection right away, and I'm so grateful for that. Now, I'm not saying you have to follow suit and go that far, but I'm saying there are plenty of DEI coaches and experts who can help you to create a safe and inclusive business, as well as ensure that your marketing is anti-shame focused.

The branding and copywriting we do at Your Legacy Brand is all strategically conscious and ethical, and the truth is, we've never seen better conversions because of it. People are tired of the bro marketing tactics. It's time to get conscious. So I trust you've received so much value from today's deep episode.

Thank you for being a witness today, as I'm so passionate about this topic. If you enjoyed it, please let me know in the comments, or please DM me on Instagram because I want to dive deeper into this topic if people are interested. If you'd like to step into a brand where you can sell with love rather than fear infuse it with conscious marketing and social responsibility, now is the time to make that shift. The world is divided and we need more good people to take a stand and be a light in the world. Stay tuned for next week as we talk to an amazing marketing expert to take these topics a bit deeper on how to get visible and truly market your business through full marketing rather than pushing sales.

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?