

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 46
Remembering Who You Are To Create Your Personal Brand

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:

The most important kind of freedom is to be what you really are. You trade in your reality for a role, you trade in your senses for an act. You give up your ability to feel, and in exchange, put on a mask. There can't be any large scale revolution until there's a personal revolution on an individual level, it's got to happen inside first.—Jim Morrison

So earlier this month, I went on a retreat to Santa Fe, New Mexico.

I had this calling that I had to go so that I could slow down, to speed up, to be with like minded people, and to really dive deeper into my spiritual practice. So today on this episode of The Legacy Lounge, I am really diving in a little bit deeper with you. I love when my professor self comes out and I love to teach and I love to share value and really teach you what a good brand means and how to create one.

Today, however, I was called to share a little bit more of a personal story because I think you'll resonate with it. And we all have these masks that we wear.

We all have different layers of ourselves. So what I didn't expect from this retreat was to leave in tears, a combination of sadness and gratitude. You see, I've been building my business for four years, and this past year I've been super intentional about slowing down, creating from a more feminine perspective and letting go of the hustle I'd been so used to since my corporate days.

Honestly, I thought the process was complete. I had successfully taken a two month sabbatical.

Last summer, I toured Europe. I delegated to my team more than ever. I grew my team more than ever. Things were going really well, and I had been more present with my daughter. I had more date nights with my husband.

But I was wrong. There were more layers to peel off. And what I realized, and I've always known, but now realized more than ever, is we are multidimensional beings. And so this is often the case.

We aren't just static. We're always evolving. And just when we think we have it all figured out, bam. The universe presents us with a whole new perspective. It's quite a long story, so I won't go into all the details. But what I will say is that by completely letting go and being in a safe container, a part of me came back to life.

The creativity I used to feel in college that I had long abandoned subconsciously from being in corporate, getting married, being a mom, it slowly sneaked back up and I found myself out on the dance floor having the time of my life.

Mind you, this was a tech and alcohol free retreat, so I love to dance, but normally you wouldn't catch me out there without a bit of liquid courage, if I'm totally honest. So when it was time to go, there was this deep gratitude, but also a bit of sadness because I felt like perhaps when I got back to real life, I would once again lose this fun and freedom that I had rediscovered.

Now I get glimpses of it and I think if you're a mom, if you're a wife, or even if you've been through corporate, whatever your life looks like, you probably understand what I'm saying. You tend to kind of lose these little pieces of you.

So how about you? Have you ever felt like maybe you've let your life turn into somebody else? Maybe you've forgotten that what your heart truly wants because of what life demands from you? Maybe you've compared and competed yourself into someone you don't even recognize anymore. Or maybe you're too busy and overwhelmed to even notice who you've become.

Or maybe you know exactly who you are. But many of us have experienced a disconnect and are looking for a way back on some level. And I honestly didn't realize I needed this because I've done so much work already.

So I'm not talking here about finding yourself. I'm actually talking about remembering who you are and feeling a deep sense of belonging. Because belonging is not about fitting in. It's actually about coming home to yourself.

The truth of who you are and what you're meant to do in the world will be so much more clear as you continue letting go of trying to fit in according to other standards and truly embracing yourself as is. The biggest thing that I want to offer you today is the encouragement to continue to explore this truth. If we aren't showing up for ourselves as a loving witness and guide, we will continue to hold back our power

and completely miss the fact that the treasure we're seeking is already buried deep within our own hearts. So I just want you to think about that for a minute.

The treasure is being fully yourself.

Because often as women, we've been conditioned to hold back our power, and living outside of yourself can be exhausting.

The truth is, you can make a much bigger and better impact when you show up fully. And you'll attract the right people for you and they can't know you fully until you know yourself fully.

Which leads me to ask you, are you showing up fully in your life and more importantly, in your brand? And if not, that's okay. As I humbly shared today, even I am continuing to peel back those layers.

And I want to ask, are you receiving the results you dream of in your business? Because chances are, if not, it's directly related to the fact that you have not dove deep enough to uncover your essence. And again, it's okay. This is so common, especially for women. And the thing is, if your brand does not reveal your essence, the souls who are meant to learn from you on their journey, those people who truly need what you have, will not be able to find you.

So I realize I've gone a little woo here, especially if you've been listening to me for a while. Yet this message has been bubbling up for some time, and I felt like I had to share it with you. So if you're turned off right now and you're like, "Tiffany, this doesn't sound like you. What are you talking about?"

I love you. And you can bless and release me as a mentor. Because if I'm fully committed to walking my talk, being genuine, and sharing my truth and my own essence, I've decided that it's time to truly reveal all parts of me. And sometimes we keep parts hidden and quiet in our brands especially. And that's okay.

We are, again, multidimensional beings, and we grow and we evolve. And the truth is, because I was in corporate and a professor, sharing these types of truths never were acceptable there. So I've been on my own journey of deciding what feels aligned to share in my brand. And like I said, that evolves. So the thing that continues to be stunning is how, as I evolve and as my clients continue to evolve, our Legacy Brands that we've developed still stand the test of time because the process I've developed specifically addresses this.

So what I want to talk about now, after encouraging you to step into your truth, be bold, step into your power, is applying this to your brand. Because obviously, that's what I'm here to talk about ultimately.

The thing is, the way I look at it, when you create a brand, it's important to look into the future. So I always tell my clients, look 3, 5, 10 years into the future, or if that feels like too much, where do you want to be in a year?

And then I help them reverse engineer their brand from there. Because you don't want to brand where you're at now. This is the secret. If you walk away with anything today, I want you to realize that you can't brand for where you're at now. Don't just grab some logos and colors and call it good.

Because if you brand where you are now, and perhaps this has happened to you in the past, you're going to have to continually reinvent yourself and reinvent your brand as you grow. It's going to happen. But with your Legacy Brand in place, we take this into consideration and create a brand that you can grow into, evolve with, and one that actually helps you manifest your dream business way faster than you ever imagined. I could give you tons of examples from actual clients, and you've heard this and seen this in testimonials, especially if you follow me on Instagram.

But today I felt called to share my story since I really haven't yet on the podcast. So what I can say is that as I mentioned in the beginning, when I started this business four years ago, I had a massive dream. I thought maybe in ten years I will have a successful business. I will be featured in *Forbes*. I will have amazing aligned community. I will impact hundreds of lives. I will take women on life changing journeys and retreats. I will write a book. What I can say is that in creating my own Legacy Brand based on that future I could only dream of, I can now check off almost everything off that list in less than four years. It's honestly like I went through a time warp because I declared it and I owned it.

I called it into being. The only thing left on that list to accomplish is the retreat and the book, which, surprise, I'm hosting a retreat in France this April. And more on that coming soon. But if you do want to learn more now, just go ahead and DM me on Instagram. But that's not the point of this message today.

And the book, well, I'm trusting that will be downloaded soon. What I can say for sure is that the Legacy Brand Method is a gift that I downloaded and added to my years of experience. And it's been an honor to watch this work that I'm so blessed to put into the world, truly transform lives and businesses of the most amazing women, including my own. So to wrap today's short episode, I wanted to keep it short and sweet and really share from my heart and start sharing from a more embodied place myself.

And if this speaks to you, I want to invite you into a safe container so part of you can come back to life, so we can get back to your core essence.

I have an invitation for you. Legacy brand foundations. My signature way of walking you through this process to truly get to your essence and reflect it back to your audience so you can step into that dream. Life you dream of begins soon. And unless we've already filled up because as of this recording, we were partly full, there is a spot waiting just for you.

If you've been searching for an answer and all the shiny objects passing through your IG feed really haven't spoken to you, maybe haven't felt quite right. I invite you to learn all the details linked in the show notes. And if you're like me and you want to make an informed decision while also trusting your intuition, there's also a link to book a call with me personally, so you can do just that.

I truly believe in divine timing and that the right women will come at the right time. So I simply ask you, is now your time?

If so, I can't wait to help you uncover your essence and step into your Legacy Brand. And if not, thank you for witnessing me on this journey. I'm so grateful that you're here and listening today. I cannot wait to keep providing you with as much value and as many insights as possible in every episode.

Have a beautiful day and I send you so much love.

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?