

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 48
Legacy Leader on Embracing Your Weird: Miriam Schulman

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: All right. Welcome to Legacy Lounge Podcast. I'm super excited to introduce all of you to the amazing Miriam Schulman. Miriam is known as the Creative Business Whisperer, and I'm super excited to talk to her about all things art related today, entrepreneurship, but also to talk about her new book that just came out with Harper Collins Leadership. It called *Artpreneur*.

So, first of all, I have to say welcome, Miriam, and what an amazing book title. I'm super excited to talk about the book itself, the branding behind it, and all good things.

MIRIAM: Well, thanks for having me. I'm so excited to be here. We're like the dark hair, light eye club from Ron Reich. Do you remember that? So I don't know if this is a weird place to start, but I remember I first joined our Mastermind, and you look at the Zoom screen, and I saw like, twelve mes looking back, all with green eyes and brown hair. Do you remember that?

TIFFANY: I totally remember that. And you know what's really funny is well, I can't take credit for that at all, but it's really funny because I worked on Ron with his brand, and we talked about who is your ideal client? And he's like, I don't know. And we really dialed it in. And he goes, yeah, I kind of tend to get these dark haired people. And I'm like, well, let's just dial in on that. And then it literally happened.

MIRIAM: Well, he took that very literally and put you, apparently on his vision board. And like, right now, our glasses even look the same, right? Our hair is curled the same way. They're both parted on the side.

TIFFANY: I love it. Oh, my gosh, that is hilarious. Yes. And so we've definitely kept in touch since then. Not as much as I've always liked to, but I just loved watching your journey and super excited. Going to art school myself, being a creative director, being in the art scene. I always loved it.

But specifically, I think so many artists don't think of themselves as entrepreneurs, and it's pretty much one in the same. So I think we can talk a little bit about art today, but also, mostly this audience listening is going to be entrepreneurs. And so one of the first questions that I think would be really valuable would be—you talk about so many things, which is why I'm excited to talk to you—but fulfilling your destiny. I talk about Legacy all the time. And so you say that you have a number one secret to fulfilling your destiny, as whether you're an artist, business owner, entrepreneur, or thought leader. So what is that secret? I want to let everybody know.

MIRIAM: So the number one secret for fulfilling your destiny is the belief triad.

So what is the belief triad? Okay, so two parts of it we've all heard. Anyone who's picked up any self development book has heard you have to believe in yourself or you have to believe in your product, your art.

But the thing that nobody seems to talk about is you also have to believe in your buyer. You have to believe in your audience. So you have to have strong belief in all three, because if you lack belief in your buyer, you will sabotage yourself.

So what does lack of belief in your buyer look like? It's when you think any of these thoughts, oh, they won't pay those prices for my fill-in-the-blank.

TIFFANY: Yes.

MIRIAM: Okay. Or nobody wants fill-in-the-blank. Or more specifically, what I hear in my world when I work with fine artists, nobody buys art in fill-in-their-state. But then we hear this more generally in the entrepreneur space. No one's buying art during a recession. No one's buying things during a recession. No one's buying during a pandemic. Hello? I mean, the pandemic looks...2020 and 2021 were actually really good years for a lot of people, so that turned out not to be true at all. But yet, this is what lack of belief in your buyer looks like. No one's buying during the fill-in-the-blank tsunami in Southeast Asia. Something that we perceive these things as facts, these stories, our brain comes up when really they're just fears and doubts.

TIFFANY: I love that. It's such an interesting thing. Like you said, of course we need to believe in ourselves. We need to try and stay high vibration and all of that stuff, but good point. And if you don't believe in that, how do you expect them to show up if you're not excited about serving them? And you're right, it's an unfortunate thing, but there's always something happening in the world. Like California is having crazy weather right now, and then there's stuff on the other I mean, there's always stuff, unfortunately. So that's such a huge point.

So a little bit more about, I just want to talk kind of through that in the sales piece, too, because I know you talk a lot about sales. Why is selling in alignment with your values? And I love this talking about values, because for me, your brand is based on your values. Everything leads back to values. So why do you believe selling in alignment with your values can actually lead to more sales?

MIRIAM: Okay, so this is part of my favorite chapter in the book. Actually, there's a few favorite chapters, kind of like when you say you have a favorite child. Okay, so embrace your inner weirdo. And there are nine steps for building a signature style, a signature brand. Now, whether that's with your art or your business style, it's all one and the same thing. And sharing your values is a huge piece of that. And as I was editing the book, I actually found research, very recent research from 2022 that said that part of the result of the pandemic and the social justice movement, which was a global phenomenon, is that people are definitely paying more attention to the values of the brands they shop with.

Now, not all consumers do this, but there definitely is a large enough segment, which is known as the conscious consumer, that does pay attention to the values of the businesses that they're buying from. And they do vote with their dollars, and the values are different for different people.

It's going to depend on the shopper. Some people, they care more about sustainability. Some people will spend more money if it's a woman-owned business or a Black-owned business. So people do care about these things. I found myself that ever since 2020 with the social justice movement and having my awareness broadened that if a catalog arrives, a clothing catalog arrives, and it's all white models, I won't shop from that brand. So people are paying attention to this.

But it's also something that makes you uniquely you. And people do want to know, and it doesn't mean that they won't necessarily won't buy from you if there isn't a complete match across every single box that you might be checking. But they are paying attention.

TIFFANY: Oh, my gosh, yes. I couldn't have said it better. And I talk about this on the podcast quite a bit. I'm obsessed with values, so I love that you're bringing that up in the book, but also for artists and entrepreneurs. And like you said, I think it's more prevalent than ever.

And if we look online too, right. Everybody was, like, doing "bro marketing", and people are, like, over it. They're jaded now. They don't want to deal with that. They're looking at, and not only in sales, but also in team. I'm very, I'm making sure I have a diverse team right now. So I love that you're sharing that.

But I do want to go back to one other thing that you said, which was about embracing your inner weirdo. I love that. When we talk about branding, like you said, it's always about how to put yourself forward or how do you differentiate yourself? So what does that look like in your eyes?

MIRIAM: Okay, so weird is a Scottish word that this is going back to—depending on your education, maybe middle school, maybe high school, if you were forced to read Macbeth—The Weird Sisters. And

really what that meant at that time was magic or destiny. And it was only over the ages when the supernatural became vilified with the burning of the witches, et cetera, et cetera, that the word weird took on a negative connotation.

When you're embracing what's weird, yeah. When you're embracing what's weird, the actual meaning is fate or destiny. When you're embracing what's weird, you are embracing your destiny. So that's going back to your original question. Like, how do you realize your destiny? It's really embracing all that's weird, all that's magical, all that's special, all that's different about you, all of it, all your authenticity and not hiding any of it.

TIFFANY: That is beautiful. And I was not forced to read *Macbeth*, and I'm pretty good at history, but I learned something new and I love that. So I hope the listeners love that too, as artists especially. I remember being called weird, and I just let it roll off. But now you can celebrate that.

MIRIAM: You'd be like that's right, I am.

TIFFANY: I love that so much. So you also talk a little bit about that Belief Triad, but I remember somewhere in the book you were talking about, like, *Pretty Woman* and how that teaches us about the Belief Triad. Can you talk a little bit more about that? Because I was like, what does *Pretty Woman* have to do with any of this?

MIRIAM: Oh, thank you for asking. Okay, so I will tell the story as if you have not seen the movie since not everyone has. So *Pretty Woman* is Richard Gere and Julia Roberts. And Julia Roberts plays for better words, lack of better words, a hooker. And Richard Gere wants to hire her in a platonic way to be his companion for the week, but she has to dress the part. So he says, here's my gold card.

She goes to Rodeo Drive, but she's still wearing her hooker clothes, so the salespeople won't wait on her. They were so mean to her because they did not believe in the buyer. Now, Julia Roberts goes to other boutiques, has successful shopping sprees, dolls up, completely dressed up, wearing all the latest whatever with lots of shopping bags, returns to the boutique and says to the mean salespeople, "Do you remember me? Do you work on commission? Big mistake."

Now, whenever we are lacking belief in our buyers, we are acting like those mean salespeople in *Pretty Woman*. And yes, that's a big mistake. So when you are judging your buyers, you may not think you're being mean. You may think you're just judging yourself. "Oh, they won't buy that my thing." Whatever. But that is what lack of a buyer looks like, and that's how you sabotage your sales.

TIFFANY: Oh, wow. Yeah, that is such a great analogy. So going back to what we were talking about earlier, but really, that really shows it in a simple way, because how much are you leaving on the table when you're doing that, right? And how many people are you not impacting if you're doing that? And sometimes I think we do that subconsciously, right? We just make these assumptions. It's so easy to judge when you don't even think you're doing it. Basically what it comes down to that's right?

MIRIAM: So what happens is that we have evolved for survival, not necessarily goal achievement. And whenever we are asking ourselves to do something that's uncomfortable, our brain is not going to be able to tell the difference between something that makes you uncomfortable that it's going to feel unsafe. It can't tell the difference between leaving the cave and getting eaten by a tiger and maybe raising your prices.

So anytime you do something that makes you uncomfortable, your brain will come up with all the reasons why that uncomfortable thing won't work for you. And the smarter you are, the better you are at coming up with those stories.

Now, in the moment, they don't feel like excuses. Like I've heard other business coaches say, "Oh stop making excuses." They don't feel like excuses. They feel real. These stories feel real. That's why I call them doubts. But those are what you have to question. And that's why throughout the book, I've threaded thought work where I'm unpacking the most common thoughts that are going to come up. Like we were talking about before, "no one buys art during a recession." That's one that I'm hearing right now. Or, "no one shops during a recession." Unpack it and what are you doing? Are you doing all or nothing thinking? Really? "No one shops during a recession." No one? That's all or nothing thinking.

Also, it's doing fortune telling because you're trying to predict the future. And sometimes what you're doing is mind reading. So if you are thinking about whether or not someone will not buy your thing or has the money to buy your thing, you're trying to mindread. Now, you can't do all or nothing thinking. You can't do mind reading and you can't do fortune telling. If you're doing any of those three behaviors, then you know that you have a limiting belief and you need to question that belief and label it as such. Know that that is not a fact. That is your fear coming up with doubts and getting in your way.

TIFFANY: So good. And I think sometimes we inherently know we have limiting beliefs, right? I think everybody goes through having them in different ceiling levels that we're breaking through. But to actually pinpoint those actual things, and especially around the buyers, that's huge.

So I love just how full of analogies you are in general. So I had a question about another one that I saw you talk about how women's underwear brands can help you understand your customers buying journey. And I was like, this is another *Pretty Woman*. The women's underwear journey but I think once you paint that picture, it really does create clarity. So can you tell us a little bit about that?

MIRIAM: Yes. So I originally got this idea from a Dan Kennedy book, *the No BS pricing Strategy*. But I felt like that the men who wrote the book didn't take this analogy far enough. So they were talking about how you can't treat what you're selling as a commodity, and you can go to Walmart and buy a ten pack of underwear for \$14.99. So ten packs. In other words, they're \$1.49 each. Or you can go to Victoria's Secrets and maybe they're \$10 each or six for \$30. I forget what I paid. Five for \$30, something like that. So basically, a \$6 pair of underwear versus \$1.50 pair of underwear. But as women, we all know how high can this go? Well, apparently it's really high. You could spend \$400 on dolce and gabana underwear or

something like this. And so this is when I really break down the buying psychology for each of these different priced underwear versus, like, what we talked about, the conscious consumer. So why would you spend \$200 for a pair of underwear? Well, if you go to Pia underwear, it is a Black-owned woman's brand. It's inclusive. Maybe you like it because they have more inclusive body sizes.

So there's all kinds of factors that go into the psychology of what people are going to spend on their underwear. And a lot of it has great lessons for us as people who sell products. Is your product in alignment with your values? Are you sharing the founder story?

Like, for example, Natori is a very popular underwear brand, and I believe it was I think it was Neiman Marcus, where her popular underwear is offered at \$30 each. So you have to ask yourself, why does somebody pay \$30 versus \$6 versus \$1.50?

And these are the triggers that are going to happen on these different levels that marketers are going to use. And people aren't always motivated by the lowest price, even the Walmart shopper. So that's what I found fascinating, Tiffany. When I went onto Walmart's website to look at underwear and I typed it in, the default search is not cheapest. The default search is most popular.

TIFFANY: Interesting. Yeah, that makes sense. And especially if you apply it to our offers. I think a lot of the times we do think cheapest—people will want that more, but there's so many reasons not to go that route. There's a lot of people that will not buy the cheapest because it doesn't mean quality.

MIRIAM: Yeah, I mean, the only time I put on a pair of underwear that's \$1.49. If I had my period, that's it.

TIFFANY: Yeah. Got you there. That's so true. Oh, my gosh, that's so good. So I cannot wait. I've actually been reading *Artpreneur*. So, everybody, we're going to talk. I'm going to have Miriam share how you can get your hands on a copy as well at the end. But just a few more things about the book because I think there's so much gold that I've dug out from the book already, but I'm sure there's even more because I'm not fully finished with it.

But you also talk about in the book about marketing diseases. Like I'm saying, there's so many analogies and like, little nuggets of gold. I'm like, oh, this is so good. So I don't want to give everything away to the audience. But that was one more question that I thought people would really love to hear before we tell them how they can actually get their hands on the book.

MIRIAM: Okay. There's a few a lot of them have to do with Disney princesses. One of the ones that I think would relate most to people who listen to your podcast, Tiffany, is the Sleeping Beauty complex. And by that, I've seen people do this where they feel they have to get their brand perfect. They have to get everything perfect before they put it out into the world. So the reason I call it yeah, you see this too, right? They can't put their website out till it's perfect, till their logo is perfect, the colors are perfect. And maybe they don't even want to do the branding because they don't know what their messaging is. They just don't want to start. So I like the analogy of Sleeping Beauty because in the Disney version, the fairies take the

little baby and they hide her out in the woods until she's grown up, and then they can bring her out again. So that's what you're doing when you're hiding yourself away. You want to wait till your business is an adult. And the thing is, you have to love your baby, your business baby now. You have to love it as a baby.

And you cannot evolve. You cannot evolve your message. You cannot understand your message if you're not putting it out there in the world.

TIFFANY: Yeah. And you're never going to get buyers or clients if you're not putting it in the world. I love this, and I talk about this too, but I love again, that analogy because I think so many people I see it with my clients all the time. And even while we're doing the work, I'm like, start putting it out there now. There's no reason that it has to be perfect at all. But that is huge.

So I know there are more examples in the book, so you're going to have to get the book to do that. But I have a few final questions before we get there. One of...How important...As you teach artists how to create a powerful brand on top of other things..You have an amazing brand yourself. How important do you think a brand is for your business? Of course, like, we just talked about not getting it perfect upfront, but to evolve I think so many people don't realize how important it actually is.

MIRIAM: It's everything. That does not mean that you wait till it's perfect before you bring it out. But so many people, they lose sales because things are confusing, and a confused mind never buys. And the way I see this showing up is a lot of times it's as simple as not even knowing what your offer is. So in the art world, there'll be an artist who does ceramics and paintings. I was like, no, you got to pick. It doesn't matter which one you pick. Well, for some people it does. Some people, they're better at one than the other, but you have to pick one because it's very confusing for the buyer. And by the same token, I've seen business people well, they help you with publicity, and they help you with speaking, and they help you with maybe those two things are related, but they help you with, like, three things, and you're not quite even sure how they relate.

I know where this came up. There was a photographer, and I wanted to hire her, and I went into her site, and I couldn't even find the photography packages because do you do branding now? Do you help people who are photographers? What is it that you do? So I didn't know. So I didn't hire her. So I walked away. A confused mind never buys. They will just leave.

TIFFANY: Oh, my goodness. So true. And I think there's one thing of niching down too narrow. It doesn't mean that if you decide you're going to be a painter, you can't ever do ceramics on your own time or have a little niche following. But I 100% agree, because so many people are multi passionate. And I even talk about that sometimes you can combine certain things, like maybe the publicity and speaking like you said, those two things are close enough. They kind of could go together. But yeah, anyway, I could go on and on about that. It's such a good point. So now that we've talked about all the goodness in *Artpreneur* and how important your brand is, I have one final question for you, which is, of course, since we're talking in the Legacy Lounge, what does legacy mean to you, specifically in life, but also in business?

MIRIAM: Okay, I love this question, Tiffany, and it's not just because it's called the Legacy Lounge podcast, but I do think about legacy a lot. So I am a painter and a portrait artist, and I always would think about the legacy that my portraits were creating for me, for the person I'm painting, for their family. And that idea of legacy has driven everything I've done in my business, even since then. So whenever I created an art class, I'm leaving behind, like, my recipe book of how to create. And with this book, I had a very strong mortality motivation of I wanted to leave it all on this planet and not take that book and those secrets with me to the grave. I want to leave it all behind and leave that legacy. So it's always been very important to me.

TIFFANY: Thank you for sharing that. I love that, too, because I think a lot of thought leaders and people want to leave books behind, but even more so in your art. That is so special to have a memento of family members or I know you do, like you've done animals before, too, and so many people want that memento behind, too. So huge. But I think it's important for all of us. So thank you.

MIRIAM: Well, you're welcome. But also, it doesn't always have to be me, which is why with Legacy, it was about teaching others how to do it and leaving that behind so that those things that I do don't die with me.

TIFFANY: So good. All right, so to wrap up today, we've talked all about so many things that are inside the book, but there's so much more gold, like I mentioned. So how can the listeners get their hands on your book? And we will obviously put that information in the show notes below as well.

MIRIAM: Okay, well, thanks for asking. Thanks for asking, Tiffany. So you can go to [Artpreneurbook \[dot\] com](http://Artpreneurbook.com). And don't worry, my international friends, we have you covered. So [BookDepository \[dot\] com](http://BookDepository.com) does have free worldwide shipping. We will not discriminate wherever you get the book from. And there's a whole bunch of book bonuses just for you.

TIFFANY: Amazing, Miriam. So good. And I love book depository because I have global clients and I always send little gifts to them that way. Being inclusive, just like you were talking about walking your talk. Well, thanks again so much for being on the show today. I know the audience is going to eat it up and love it. Make sure you go get Miriam's book. And stay tuned for more amazing things in the upcoming Legacy Lounge episodes.

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.

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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?

