

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 54
My Entrepreneurial Origin 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:

Have you ever had a moment or a season in your life that looking back, you know it's meant to be and you can be super grateful for it? But during that season, it was really scary, really heartbreaking, or just really horrible?

I truly believe that we all have those moments because we are here to learn lessons. And sometimes those moments appear because we're not listening to our intuition. I wanted to share this today because we've been talking all about fun and freedom this month, which is amazing to talk about. Yet some of us may be going through a season that doesn't feel so free or so fun, and that is simply part of life. There's contrast.

So in order to have the fun and freedom, sometimes we need to go down into the valleys. And maybe that's the season you're in. So I didn't want to do a whole month focused on fun and freedom without also recognizing and being aware that this may not be the case for everybody in the moment. And to do so, I'm going to share a story of one of the last seasons that I went through. Of course, there's been plenty of seasons since, but probably one of the most tumultuous times in my life.

Just to know that you're not alone, I'll talk about what I did to get out of it and how I've transitioned into more fun and freedom and enjoying the ups and downs and seeing the contrast for what it truly is. So let's dive in.

This month, five years ago, I was in a hospital bed almost at the end of my life. Now, back up a few weeks, and out of the blue, I became really sick. I'm one of those people when I get sick, I tend to ignore

it, and I keep working. If you're a woman hearing this, you may understand. I feel like as women, we have a higher pain tolerance. And this, of course, is an objective view and not for every man. But (I love you, honey) my husband tends to get sick and be a big baby about it. Children tend to get sick and be a big baby about it. As women, we want to keep moving on. We have others to take care of, typically.

So it came to a point where finally I knew I had to stop and I rested in bed and I was like, "Okay, mind over matter, I'm going to get through this, it will be fine." My husband actually and I were set to do this little date weekend. We had it all planned. And I said, You know what? Just take my stepdaughter at the time was still living with us. She's 21 now, so she doesn't live with us anymore. And I said, "take Alyssa and go on the trip, you guys have a great time, I'm just going to stay here and rest." Well, turns out my mother was going to be coming anyways to take care of my little daughter. So luckily she was here. Immediately, she had the mother's instinct and said, "Tiffany, what are you doing? Get out of bed. We're going to the ER." I was like, "No, I'm fine, let me give it another day."

By the next day, I finally agreed to go in. And they said I had a virus and just to wait it out. So I literally went home, but I could not get out of bed. And what happened was three days later, I had to go back to the ER. Unfortunately, my high pain tolerance does not help me out because I had a natural birth, I don't use many painkillers, and so I thought I could simply tough it out.

They did all kinds of tests and finally figured out that I had severe kidney infection and was close to kidney failure. The thing was, there was no reasoning or ideas how this came to be. I was in perfect health for the most part. My husband was away on this trip by this point, so I didn't really tell him how bad it was, and I didn't tell anyone else except for a few clients that I was working with at the time. My business was super small and I had a part time job still as a creative director. I went ahead and let them know, let the few side hustle clients know. My mom obviously knew, but I didn't make a big deal of it. I just said I wasn't feeling well. I was in the hospital for five days and took at least another two weeks to recover. And to this day, I still have no clue what caused it. Neither do the doctors. They said I must have an autoimmune disease. Yet when I went into follow up, there was no signs of anything present. Thank God. However, the entire time, I was so upset, mostly because I was not able to serve clients and spend time with my family.

I was in the hospital bed thinking, "woe is me, why is this happening to me?" And wanting to just press on. However, after a few days in the hospital, when the doctor told me how close to death I truly was, I panicked. Then I started to realize my life was on the line. Now, it was pretty obvious to everybody else, but I think I was in denial. My friends and family were so mad at me when I finally told them why I had been gone for a while. When my husband got home, he was mad at me and my mom for keeping the secret, but she had sworn to secret stories.

I spent the next two weeks in bed wondering what had happened and finally realized that I had always been the one to help others. Finally, I needed to be able to accept help and that my job as a brand expert, shining the light on others, I did not want to put any attention on myself.

I vowed to make a change and ensure to do my best to incorporate self care so I would not get sick again. The thing I could not figure out was why I got so sick. I basically, looking back, realized that God was giving me a wake up call. Connecting the dots often appear as we look back, and I'm so grateful now and shortly after the experience that it actually happened.

I got knocked down so I could have a realization. It was extremely uncomfortable, but it was life changing. It forced me to take a massive step back and reflect on what truly matters in life, where I want my life and business to go, and how I want to show up with my family, and realize what my purpose truly was.

Although I've had different health issues when I was younger, this was a catalyst to do whatever it takes to use my talent and make an impact. Which is why I'm sitting here talking to you now. This is why I'm doing this work. Where before I would absolutely not have wanted to be visible, I was behind the scenes in other people's businesses. Five years ago in that hospital bed and shortly after, I finally made the decision that I was going to give myself a year to leave my part time creative director role, which I had already stepped down from corporate, but I was afraid to take the next step and go fully on my own.

So four years ago is when I truly stepped out on my own to create my own business. I see that it was my responsibility. We all have responsibilities to share our messages. And what happened was, if you are somebody who's afraid of visibility, you are not doing your job. You are not following your responsibility. For me, it's continuing to shine a spotlight on other people by creating amazing brand presence and helping catapult them towards their legacies. And in doing so, I realized I could not do it without doing the same for myself. I'm so grateful to now have this mission to inspire others who may be hiding behind the scenes to step out into the spotlight.

So I share this story today, again, because if you are going through difficult times and maybe you're in a valley instead of the fun and freedom peak that I've been talking about this month, I want you to think about what the reason may be. I know when you're going through it, it's always easy to think, why is this happening to me? Where is this leading me? And maybe you are in the fun and freedom season, but remember this next time you have contrast.

And remember that contrast is here to serve us because we couldn't experience the fun and freedom in our families on vacations, living the life we truly love if we didn't have the contrast to what it felt like to not be experiencing those things. I hope that you're ready to step into the magic that you've been dancing around.

To truly step into the fun and freedom, even if it's not in this moment, know it's coming for you, and it's going to be better than you could have ever imagined.

I hope me sharing this story also perhaps has you looking back at moments on your life that felt really difficult or hard. And perhaps you can create a chance to reframe them and think about how the dots connected to lead you to where you are today. I'd love to hear from you. What is a story? What is a pivotal

moment that happened in your life? Drop me a line on Instagram. I'm @TiffanNeumanCreative. I'm here to support you. I'm here to listen, and I want to cheer you on.

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?