

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 55
Making Connections In A Noisy World

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:

Welcome to springtime. If you're in the States, I love this time of year because it's a time of new beginnings and fresh starts, a time to come out of hibernation and step into growth.

Seasons are so important that I love using them as cycles in my business. During the winter, we tend to have so much more free time. Don't go outside as much if we're in a cold climate. I use that time personally to work more, double down, create content, and really dive into learning.

But this time of year, I feel like calls for freedom. It calls us back out into nature more, into socializing more. And for me, it means more travel and fun, too.

For those reasons, I felt called to talk about connection as this month's theme in the Legacy Lounge, because wintertime can feel a little bit isolating.

Even if you're an introvert and you enjoy your alone time, it's healthy to up-level your interactions for so many reasons. So last episode, if you missed it, we talked about the power of connection as it pertains to your personal stories. Today's episode, we're going to be talking about how to create meaningful connections with your brand as an online entrepreneur specifically and exploring the significance of building a strong brand identity to make connections that truly resonate with your audience. If you've been putting yourself out there and not getting a lot of traction, make sure to stick around until the end as we dig into how to create those strong connections.

Now, as you may know, if you've been listening to me for a while, as an online entrepreneur, your brand identity is one of the most important aspects of your business. It's what sets you apart from competition and communicates your values and mission to your audience. So you may still wonder how exactly, though, can you create meaningful connections with your brand because putting content and visuals together and slapping them on Instagram doesn't automatically create connections. If that was the case, being an online entrepreneur would be so easy and everybody would quit their jobs and do it.

Yet, of course, there are still some experts out there selling the concept that that's possible. But you are smart enough to know that there is much more to standing out online and creating connections that leads to clients and building a community.

I'm going to dive into a few tips that will really help guide you into those deeper connections so you can have a thriving business and a really integrated community. Now, this doesn't mean that you have a million followers. And I think that community metrics oftentimes have us striving for more followers. To me, it's not really the quantity of your community. It's the quality of your community that truly matters.

So first, you might have guessed it, you need to clearly define your brand identity. And I talk about this all the time because this is my superpower. Your brand identity should be more than just a logo and a catchy tagline. It should reflect your unique personality, values, and mission. When you take time to clearly define what your brand stands for and what you want to communicate to your audience, they will wonder how the heck you got into their brain and were able to articulate what they struggle with, and what they truly want, better than they could articulate it themselves. This is when you have people saying "yes" to everything that you offer.

This is what I call your brand foundation. And if you don't know what that is or have no idea how to get clarity, I've already covered that in a previous episode here on the Legacy Lounge. So go back and pop into Episode 25 where I cover my seven step method to brand clarity.

So next up, we must talk about engaging with your audience. Building meaningful connections with your audience requires, like I said earlier, more than simply posting on social media. Engage with your audience by responding to comments and messages, asking for feedback, and moreover, creating opportunities for them to share their own stories and experiences. That's the key to building real relationships. Now, you may say, I get that, Tiffany. Obviously, I'm going to have to have interaction, but I can't tell you how many people just like to post and not ask for that interaction. Sometimes people feel like that feels icky. Now, this does not mean cold DMs to people you are not connected with. Personally, anyone that reaches out in that manner to me, 99 % of the time, I just block them. If you don't know me and you're messaging me out of the blue, that just feels weird.

So it means to maybe post on someone else's content that you don't know. And that means you're genuinely interested in what they have to say. Then you can go ahead and reach out and start a convo if it makes sense. Otherwise, it feels like you're literally stalking people. So if you want to really gain

traction, especially on LinkedIn as well, I've been using LinkedIn a lot more lately, and it's amazing just engaging with other people's content. Oftentimes, they'll reach out to you, and it feels great.

What I recommend is going into social media with a curious energy, not looking for anything, not trying hard to get clients, not looking to sell your current offer, but really genuine curiosity around the people that spark interest for you, truly comment on the people's content that are making valuable content. You never know if they will become your client and/or maybe they'll know somebody that they could send your way, and you never know who's in their network.

Next up, this may seem a little obvious as well, but again, I can't tell you how many people don't follow this rule. In all that you do, be genuine. Now, for most of you listening, this is common sense and you would never do otherwise. I can't tell you how many clients have gone through the branding process with me who've realized that subconsciously they were showing up in ways that were not genuine to their true nature. Maybe because they thought they had to show up as someone that they're not, maybe because they were emulating somebody they admired, maybe they thought they had to show up a certain way. And like I said, this is normally subconsciously, so they didn't even realize they were doing it until they dug deep.

I've even had six and seven figure entrepreneurs and people that I worked with have this epiphany while working with them, only to finally feel like they could let go of the hustle, let go of the mask that they were wearing, and step into their truth, which, of course, helped them and helped their true energy shine forth and their business grow faster than ever before.

In today's world, consumers are increasingly drawn to brands that are truly authentic and transparent. Don't be afraid to show the human side of your brand. Share your true stories and be honest about your successes and failures. And if you're an introvert like me, let yourself go all in on giving yourself space. Just like in music, space is as important as the sound. The silence online is potent because it's so damn noisy all the time. People will notice if you're doing things differently. The closer you can get to your core essence, the more that energy becomes a magnet for people who truly need your support.

Last but not least, create valuable content. Again, in a different context, your goal should not be in the quantity, but in the quality of your content. So often I see people saying, like other experts, saying that we need to be posting daily or multiple times a day to get any traction and to trick the algorithm. So people end up posting random shit for the sake of posting it, which bores your audience and does exactly the opposite of creating a deep connection.

So even if you're only posting two or three times a week, that's so much more powerful than posting for posting's sake. Creating valuable content that truly resonates with your audience is key to building those deep connections with your brand. When you focus on providing content that informs, entertains, or inspires your audience, and it aligns with your brand identity and mission, that's when magic happens.

If you're not sure how to do that, begin by reviewing past content that had the highest engagement, and then double down on creating similar content that will convert. You see, the systems out there tell you what to post, when to post, and all these tips and tricks. But that's what worked for those people, and they are not you. Each of us needs to find our own brand voice, message, and cadence that works for us and our audience. So we need to stop following all these methodologies and all of these people telling us the right way to do it. Really dig deep into our self, into our audience, and find the secret methodology that will help our specific business. I've personally only grown organically to this point, and I don't have a super massive list or following, but the people who are following me are so engaged and I never have an issue aligning with new clients.

So not only does the quality over quantity, sing true for your content, it's super important to remember about your audience. It's easy, again, to believe that we need hundreds of thousands of followers to be relevant or to make an amazing living, and just know that that's simply not true. It's a matter of attracting the right audience that's in alignment with your message.

And finally, I cannot leave today without talking about legacy. Please, whatever you do, give back to your community. As online entrepreneurs, we have the opportunity to make a positive impact on our communities. So find ways to give back, whether it's through charitable donations, volunteer work, partnering with other businesses or organizations that align with your values, creating something within your business like a give-back program. We should be doing this simply because we want to and it feels good, but don't also doubt the importance of this step in your brand strategy either.

I have a values page on the Your Legacy Brand website which shows our team values and which organizations we give back to. And I can't tell you how many people who have told me that it was this information, on top of obviously knowing that we were amazing at branding, that caused them to work with us.

So not only just me, but I also feature the team, which is very diverse on the website. Those two things, I've had so many people say, I know that I could maybe get branding somewhere else. Not only do I know you do good branding, but I want to work with you because our values align and your team looks amazing. They know that we share those values and that I'm going to have their back no matter what. So building meaningful connections with your brand does take some time and effort, but the rewards are so worth it.

When you can clearly define your brand identity, which means the visuals, but moreover, the messaging, get clear on your voice, then take that and really engage with your audience.

Be genuine, create valuable content, and give back to your community. That's when you will start to create a strong loyal following that will support your business for years to come.

Thanks for listening to today's episode of the Legacy Lounge. Join us next time for more insights and advice as I will be digging into why community is so important for building a successful online brand. It's going to be super juicy.

I'll see you then.

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?