

The Legacy Lounge Podcast with Tiffany Neuman  
Season 1, Episode 56  
Why Being in Community Will Strengthen Your Business

**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:**

Hello there and welcome. Before we dive into today's episode fully, I want to ask you a quick question: how supported do you feel in your business?

I ask you because it's a question I asked myself last year after navigating through the isolation of the pandemic. Because even though I was used to being alone in my office and still connected via Zoom with people, with the normal day to day connections stripped out, I realized I no longer felt supported. On top of that, I've had quite a few women in my own networks or clients asking me, "What masterminds are you in these days, Tiffany?" Or, "I don't see you active in Facebook groups anymore. How are you networking?"

I realized that finding the right type of community has been a struggle not only for me, but for so many women. Which is why in today's episode, we will be talking about the importance of having a strong community—specifically as an entrepreneur and as a female entrepreneur—and how to find one that feels good, and that doesn't cost tons of money. Because as we know, entrepreneurship is not always an easy path, and women often face unique challenges that's why having a community of supportive women is essential to navigate through challenges and to celebrate with.

Now, I promised to get to the positive aspect, but first I want to shine a light on the challenges faced by us women entrepreneurs. According to various studies, women entrepreneurs often face so many more obstacles such as gender bias, lack of access, lack of various opportunities, lack of funding, and the list goes on.

Now, of course, this has been shifting over the past years, yet these challenges can be daunting and feel discouraging, which is why having a supportive community can truly help us overcome these hurdles. And if you're a woman of color, the challenges increase, of course, which is simply not cool. This is why a strong community can offer us so many benefits. By having an access and network of individuals who have been through similar experiences, we can receive the guidance and support we need. Because doing it all alone just means we are working harder.

And as I always say, you can't see the label from inside the bottle. So being part of a strong community also offers opportunities for collaboration, mentorship, potential partnerships, these things that can be extremely valuable in expanding our businesses.

You know the saying "it takes a village" that refers to raising children? Well, I believe that we can easily substitute that for growing our businesses as well. It does take a village if you want to grow faster.

Another benefit of having a strong community is the sense of belonging and camaraderie it provides. Entrepreneurship can often be a lonely path, am I right? And having like minded individuals to share experiences and challenges with can be so empowering. This is where you can find motivation, inspiration, and encouragement from a supportive community. And being part of a community can also provide resources and opportunities that maybe you cannot find anywhere else. For example, access to workshops, trainings, and education that can really help develop skills and grow your business so much faster and easier than trying to cobble together a ton of random courses that only end up in a course graveyard. I can raise my hand to that. So this is definitely a thing.

I know from working with so many women that we often try to piece part our way to success rather than joining a community that can truly help us flourish.

My favorite part, however, is the giving back part of community. When we can also give, it makes the receiving feel even better. And when we can mentor and support other women as well, it not only helps them, but it provides a sense of fulfillment and purpose. It's so lovely to receive value, but isn't it nice to be the one providing "aha" moments? Now, if you're like me, I'm pretty happy in the little bubble I've created in my home office. Yet, as I mentioned at the beginning, I find myself feeling disconnected and out of touch some days. Yes, I have client and team meetings, but nothing beats a room full of eager women who are supporting each other to rise, celebrating wins, and sharing strategies.

I believe that communities are truly the most powerful coaches. It's amazing what you can accomplish with the guidance of trusted mentors and peers. And the truth is, it's best to have multiple mentors with different backgrounds and specialties so you can actually get personalized feedback to help you overcome and navigate your unique challenges, needs, and opportunities. We need to surround ourselves with other powerful women to help raise the vibration, empower, encourage one another, and also so we can be a collective force to create change for the next generation. No matter what stage of business you're in, you need support to continue to grow and evolve.

So as we move further into this episode, I want to break down the 10 essential points why we as women should be surrounding ourselves with other like minded, bad ass women.

Now, you may know this, you may already be surrounding yourself with women, but this is a reminder of the importance of it, but also the importance of finding the right community. So let's dive in.

**Number one, business strategies.** So putting yourself in a container with other amazing business owners guides you to new and innovative strategies for building your successful business.

I mean, look at the world around us. Things are shifting daily. Marketing, branding, effective leadership strategies. One size does not fit all. I found that the sweet spot is to find a community that is large enough to have a variation of business owners from different industries and backgrounds and not simply just based on what has worked for the leader of a community.

Because we have different personalities, focuses, and offers, they all deserve a unique approach that works and we love to implement. When you join a community that's filled with experts in their own right, you have access to a dynamic suite of information that, yes, you could find on the internet, but the reality is the internet is selling you and telling you what you want to hear. Real women will tell you their real experience, good and bad, that can save you epic amounts of time and money of trial and error on your own.

**Next up is personal development.** As entrepreneurs, we are already usually deeply entrenched in personal development. As being a business owner is a personal development in itself, right? So being in a community with diverse members will just help you open up more and open your eyes to new and elevating topics on self improvement, personal growth, mindfulness, and motivation.

I don't know about you, but I am always so eager to keep on growing. It's proven that mindset is magnetic. We've all heard the term that you are equivalent to the people you surround yourself with the most, right? And maybe you have a business bestie or two that help you stay grounded, motivated, and on the right track. Maybe you are a leader of a community. But having an entire community that you can be a part of of powerful women takes this to a whole new level.

If you're serious about your business, investing in a community that is supportive and motivating is key to move past those days, weeks, or sometimes months that feel like things are not truly working. Having an open and transparent place where you can have discussions with peers around your business also can help to build self confidence, overcoming self doubt, and knowing that you're not alone. I truly believe that we can overcome any obstacle if we have the right support. And moving away from people who feed your doubts and towards people who are consistently cheering you on is the answer.

Now, this next one is pretty obvious, but **networking** I have to cover because it's truly what made my own business what it is.

Having a space for consistent networking that you know leads to business growth is of epic importance. It used to be you could be part of a few Facebook groups and call it good. And Facebook groups may still be relevant in a few instances, but personally, I'm not on Facebook barely at all anymore. I feel like it's a massive waste of my precious time and energy. Networking and referrals are truly the ground zero of building real relationships that lead to new clients. I mean, it's the tried and true way of doing business that have been around since humans started businesses, and it's not going anywhere. Especially as we feel more and more disconnected from deep relationships as we go more and more online, having a network of aligned peers is like a golden ticket for referrals.

And on top of that, deep discussions around networking techniques, finding mentors, and building relationships that can help your business grow in new and undiscovered ways never hurts either.

**Overcoming obstacles is our next point.** Now, I know I mentioned that earlier, but rising tides truly raise all ships. And as I opened with sharing some of the obstacles that we as women share in building our businesses, banding together is the remedy. Now, before I get into quick details, first, I want to remind us: ladies, we have come so damn far. It's only about a hundred years ago that we were not allowed to vote. It was only in the 1960s when we were allowed to have our own bank accounts. That still blows my mind. And what's really F'ed up is that it wasn't until 1988 that the passing of an act that recognized how women could change the entrepreneurial landscape really allowed women for the very first time to take business loans out in their own name. This first legislation that recognizes the importance of female entrepreneurs in the national economy was created just over 30 years ago.

When we can share stories of how women entrepreneurs overcame obstacles like gender bias, lack of funding, and other barriers, it reminds us that we need to continue to work together and that this trend, especially lately, feels like our country has been a little bit on the cusp of sliding backwards. So we have to come together to fight for our rights and to elevate one another. This is where collaboration over competition is our only answer.

So if you do join a group and even get a whiff of cattyness or competition, run for the hills and keep looking until you find a haven where you feel peaceful and protected. I once was part of a community that was led by a leader that I truly revered and joined a Mastermind that cost well over \$30,000 a year because I was convinced that this was exactly what my business needed to grow. Yet over time and after seeing the ins and out of her business, I realized it was all a fake ad. Although she touted women's empowerment and sold these super high level masterminds that promised sisterhood, I noticed that behind the scenes, she treated employees and vendors poorly, played favorites with clients, and used unethical business practices.

Now, I'm not one to typically talk about other people. I think if you've been listening to me, you know that by now. But half of what was promised in the community was never fulfilled on either.

This experience has made me wonder how often this is happening to women like you and I, who are taking a leap towards growth only to feel defeated. But honestly, looking back, I'm grateful for the

experience because it showed me exactly what I did not want to do in my own business and taught me the lesson that I'd need to do my research before investing in communities, especially at that level.

Okay, I know I went off on a little tangent there, but there are obstacles that we need to overcome, and I feel like it needed to be said. So let's move on to the last reasons that you need to be a part of a supportive community. And these are a little bit more positive.

**Next up is health and wellness.** Raise your hand if you found yourself on the brink of burnout at some point in your business or maybe your past career. Now, of course, I cannot see you raising your hands, but I am raising my hand right along with you, sister.

My burnout in the corporate career in the C-suite, really led to the freedom that I craved, which entrepreneurship promised. I felt, okay, this is my answer. Even though I loved my career, I burnt out, and becoming an entrepreneur is going to give me everything I thought. But that wasn't the case.

The hustle culture still pervaded, and even with my best intentions, I found myself in a hospital bed. I told that story last month in the Legacy Lounge, so you can go back and check it out if you want to hear all the details. I share this with you now, however, because I found from that experience that I cannot do it alone. And neither can you.

As we grow our businesses, we have to grow our team and also our network. Because we need other women to remind us the importance of stress management, work life balance, healthy habits, and self care. It's so easy to keep telling ourselves that we'll slow down after the next launch or after we hire a VA, only to realize that it will never happen until we truly get the support we need. I've hired so many of my own clients and women in networking groups to teach me how to take my self care seriously and to hold me accountable. And I've seen these women who are rock stars at their own self care have the opposite problem of not making the moves within their business as fast as they thought they should because of the same hustle culture mentality and beating themselves up.

What works is to find a supportive community that encourages you to move at your own pace, reminds you that overnight success is not sustainable, and cheers you for your wins in your business, and for taking time off.

Next up, I want to talk a little bit about **technology**. As you know, technology is evolving faster than light speed, and staying on top of it is so important. I don't know about you, but having others who are dealing with the same challenges in my back pocket to share best practices and collaborate with just makes life easier, especially when many of them may be experts in areas that I'm not as familiar with. It's really key to staying relevant in the online world. Engaging in consistent discussions around technological innovations, emerging trends, and their impact on business is not only interesting, it's imperative.

Heck, I used to work for a virtual reality company part time, and I founded a virtual reality lab at the college I was a professor at—and this was about five years ago. And because I did not stay super

involved, I feel like I'm not aware of the constant evolution, even though not too long ago I totally was. Tech like ChatGPT, and the ever changing online ad space and tools that can literally empower us to save time, make more money, and grow exponentially are at our fingertips. Yet they can seem so overwhelming or feel like we don't want to waste money that we don't actually take advantage of them in a smart way.

Yes, you could go take another course and try to learn yourself, but why not take a shortcut and be in a community where these discussions and teachings are happening more often?

**So that leads me to social responsibility.** This is another topic that's near and dear to my heart. You already know that I'm all about creating, leaving, and living our legacies while we build our businesses. And while we are living in a silo, we miss out on deep and important conversations about how businesses can have a positive impact on their communities, address social issues, and be responsible corporate citizens. Being an inclusive and diverse company is one of my highest values.

And as a white woman, to be transparent, I felt like I was failing and not doing my due diligence after I committed to doing better back in 2020. I am so grateful I've built a container that is safe for women of all colors, not only for my clients, but also my team. My team consists of women from four different countries and a full spectrum of races and ages. Not just because I think that's important, but because I see the value in diversity and different perspectives.

Another reason to truly educate yourself before investing in a community is to ensure you're joining an ethical community that is dedicated to social responsibility.

Now, we can't move on and close this episode out without talking about **money**. What is the point of having a business if you're not actively creating wealth? Now, there's so many of us who've been conditioned as women to believe that we are not worth massive wealth, myself included. Yet as I spoke about earlier in the overcoming obstacles portion of this episode, having those powerful conversations on managing finances, budgeting, and building wealth is paramount if we truly want to make an impact in the world.

Now, you may have heard this enough to believe it on an intellectual level, right? The more money you have, the more impact you can make, and the more you can help others. But if you're like me, you may have deeply rooted beliefs that subconsciously hold you back. Being in a community with other women who get it and are moving through it and moving into truly profitable businesses will help you rise above and consistently break through your upper limits. Because the truth is, once you break through an upper limit, there's another one just waiting for you at your next level.

This awareness, paired with women who've got your back, will help you move through them way faster. And I say this from personal experience. If I wouldn't have had the support I've surrounded myself with, I would have never gotten to the place where I'm at, and I have so much further that I want to go.

Okay, next up is pretty obvious, but to wrap up, we're going to talk about **building and nurturing relationships**. I had to hit on this again because, again, we are working from our homes in isolation.

Our families, most of the time, don't really understand what we're doing or how hard we actually work. And our friends that we maybe had for a long time don't understand our drive, and we can easily end up with no one to talk to about one of the biggest parts of our lives, our business. Building healthy and positive relationships as adults also does not necessarily come easy these days. And hands down, the easiest way to find a whole community of business besties is to simply search it out and commit.

So to wrap up today, if you are not already convinced, I'm here to tell you that having a strong community is literally essential for women entrepreneurs. It provides a sense of belonging, access to resources, and a network of supportive women who can help navigate the unique challenges that we are faced with. I share this also today because I've experienced some not so great examples of communities, and I wish to empower you with not only the reasons to take action, but the reasons to do research and make informed decisions.

So get out there and find your spot. Or maybe you have a favorite community, but you're looking to expand your network.

Recently, it's become my own mission to create a sacred space where women can come together to overcome obstacles, support each other, and ultimately achieve their biggest goals. So on that note, I want to invite you to the first Legacy Lounge Networking Mixer. I'm inviting my network of past and present clients, listeners, and connections to a powerful 90 minute event on May 16th from 3:30 to 5 PM Eastern. You will, of course, spend the majority of time networking with equally amazing business owners from all walks of lives and levels of business, have a chance to win some epic prizes, and ultimately walk away with new ideas, new business besties, maybe some clients, maybe referral partners, or even a new team member. Simply go to the link in the show notes and I can't wait to connect with you then. It's completely free and truly coming from my heart to connect powerful women like you. I hope you found this episode informative and empowering. Thanks for tuning in and we'll see you next time.

**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?