

The Legacy Lounge Podcast with Tiffany Neuman
Season 1, Episode 58
Methods for Expansion in Our Changing Times

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:

She was fearless in the pursuit of her expansion.—Unknown.

In today's episode, we are going to talk all about how to expand your reach and take your business to the next level despite any so called circumstances.

Let's just say that there's a lot of shake up happening in the world right now as I am speaking, and perhaps you might be a little overwhelmed more often than not. There's a lot of division, natural disasters, heartbreaking occurrences, and it feels like technology is taking over, right? Ai is like randomly now all over the place. Now, we knew that was coming. I've been talking about that for a few years now, but it's actually taking hold.

And I've also seen quite a bit of shift happening in the online entrepreneurial world. And instead of avoidance or complaining about this, I'm going to just dive right in and share what I believe personally we can do to continue to grow and thrive during this time.

Based on my own growth over the last three years, despite the circumstances, and based on discussions I've been having with colleagues and clients.

Buckle up, this is going to be a juicy episode all about expansion.

First, I want to talk about mindset. If you've been an entrepreneur for any length of time, you already know that mindset is a key to success, am I right? And the same goes for our day to day living. If we are dwelling on the what ifs and doomsday, this is exactly what we're going to attract. It's not going to be anything positive.

Now, I'm not all about toxic positivity either. I'm not going to tell you that you just need to meditate daily and think positively. That, my friend, is avoidance, and we really need both positivity and a plan. So lean in here because this is really important. The secret is to be disciplined and consistent. To keep going regardless of the circumstances. So often these circumstances can make us want to feel like giving up, or we have one launch that goes south, and we are noticing that other people are struggling, and we then stop being visible, stop showing up, maybe even close down our businesses.

Today, I want you to challenge yourself to rise up when everyone else is distracted to continue to create abundance for yourself, for your family, for your clients, and for the greater good.

What I have learned is to be of it, not in it. I'm going to say that again, be of it, not in it. Which means, yes, we have to be present. We have to show up even when we don't feel like it, and we cannot let the scarcity consume us. We can rise above it. We can surf on the waves and not get trampled by them. And you might be saying, "Yeah, that sounds amazing but how do I actually do that when there's so much anxiety floating around me constantly?" Well, the first thing I would say is to get off social media as much as possible and to shift your focus from being a consumer to a creator. I literally only go on social media to check in on people that I'm actively following, my friends and family, and unfollow or scroll past the people that I'm not interested in because it can be really disheartening watching that stuff, right? So I hear you.

But first, before I dive into the juicy content to support you today, I want to remind you that the world has always been a crazy place. This is something my husband actually says when I get doom and gloom, and I'm not perfect either, right? I avoid the news at all costs. I do try to stay on top of what's happening because that's important, but I'm not one to watch the news daily because I'm an empath and I feel it and it hurts. And so oftentimes I'm just like, "oh, why can't we all get along? Why is all this happening?" And my husband's like, "Tiffany, it's always been happening."

And so I actually did some research on this because I wanted to remind myself of that. So just stick with me here for a moment while I get my geeky history side in front of you to share this. And I'm going to be sharing a little bit of maybe negative things, but ultimately for a positive reason. So hear me out.

Throughout history, humans have faced so many challenges and upheavals, ranging from wars, pandemics, natural disasters, economic recessions, and political turmoil. Yes, these challenges have led to uncertainty, fear, anxiety, all of these things. While people try to navigate through the chaos, they still try to find a way forward.

If we look back at history of our world, we can see ancient civilizations face their own challenges. So the fall of the Roman Empire, for example, was marked by political instability, economic decline, an invasion

of foreign tribes. The Black Death, a pandemic that swept across Europe in the 14th century, killed millions of people and caused widespread panic and social disruption. Not fun stuff. But during the 20th century, we had World Wars, Great Depression, the Cold War, conflicts and Crises. In recent years, we've witnessed natural disasters, so many, COVID 19, and we've caused immense suffering. We've witnessed immense suffering.

Now, I realize that is a lot to take in. So I'm not trying to step into the scarcity here, but I share it because despite these challenges, humans have always found ways to persevere and overcome adversity. We've created innovative technologies, developed new medicines, forged alliances and partnerships to confront threats. We've also shown remarkable resilience and adaptability in the face of difficult circumstances. And yes, while we face unprecedented challenges in our time, we can actually take comfort in this fact that humans have always found ways to overcome adversity and build a better future.

And what I truly believe is that it's up to us to work together, remain hopeful, and strive to live for a better tomorrow. And you know what I think for sure? Is that entrepreneurs are the people who will make the biggest difference in the world. It's not going to be politicians or the government, that's for sure. Because entrepreneurs are innovative and creative thinkers who are not afraid to take risks and pursue new ideas. We are driven by the desire to solve problems, improve people's lives, and make the world a better place. So by us creating new products, services, and technologies, we can bring about the transformative change and disrupt industries that have remained stagnant for way too long.

So I actually think some of this shakeup is positive because our world is in a scary place right now, especially environmentally. So of course, what I do branding is not going to shift this. But when I can support other people that are working to make the change, that's the ripple effect. So when we're bringing fresh perspectives and new ideas to the marketplace, even coaching, we can help drive innovation, competition, leading to better products and services.

We are job creators who can stimulate economic growth and opportunity by starting new businesses and or creating new jobs, we can provide employment opportunities for people around the world, people in our communities. This leads to promoting economic development.

So if you're a soloprenuer, even just hiring a VA, you're helping somebody else. Now, as you get into supporting more people, so I have about nine people on my team right now, I'm really thinking about I'm creating jobs, and there needs to be more of that out there. And most entrepreneurs are also driven by a desire to address pressing social and environmental issues such as climate change, inequality, and so much more. By creating businesses that prioritize sustainability and social responsibility, we can also have a positive impact on not only our communities, but the world. So what I'm trying to say here is we are change agents. And I know I'm on a soapbox here, but I felt so called to share this because I've heard and seen on social media that people are feeling pretty overwhelmed. They're feeling anxiety. But with my clients and my community, I'm actually, and we are actually pretty excited about the possibilities.

Now, it doesn't mean I love what's happening, but we are thought leaders and we can be role models who can inspire others to pursue their own dreams and make a difference in the world. By sharing our stories and experiences, we can help motivate and empower others to take risks, think creatively, and pursue their passions as well. And this can help to create more of a culture of entrepreneurship and innovation that truly can have a ripple effect across society. Entrepreneurs have been the driving force behind most of the significant changes in society, and I believe we will continue to be. And this includes you, my friend.

So why am I sharing this with you other than my passion? Because it's important to understand why expanding your reach and reaching new customers to continue growth becomes part of the change. It's not just so you could put more dollars in your pocket, which is important for you and your family. It's so we can make a difference. And those of us who stay focused, tune out the noise, and give and serve to create that change that will rise above, we will continue to thrive and actually make a difference.

So let's first define what I mean by expanding your reach. Simply put, expanding your reach means getting your brand in front of more people. This means growing your business, your social media following or partnering with other people. I'm going to get into the actual details in just a moment. But the first obvious effective way to expand your reach is through social media. No matter knowing which platform your ideal client is hanging out on provides you with a powerful tool for reaching new customers and building your brand. But now, the market is getting quite saturated, right? And if you're like me, I don't love being on social media. I never really did, but especially now. And just posting on social media a few times a week is not enough. So I'm going to walk you through three additional ways to expand your reach without dropping thousands on paid ads or tons of time developing a summit or a huge marketing campaign. Okay, are you ready? I just had to share, first of all, for some of you, why we need to expand our reach, because I feel a lot of people are feeling so overwhelmed, like I said earlier, that these techniques can just feel like adding more overwhelm to the plate if we don't first get connected to our why and how we can make an impact.

So jumping right in, the first way is to optimize your website for search engines. And I can't tell you how many clients come to me with a website that has no SEO built in. It's crazy. And if you do already, congratulations. So this involves using keywords and phrases in your website's content that people are searching for on search engines. Obviously, Google is the biggest search engine out there. By doing this, you can increase your website's visibility in search results and drive more traffic to your site. For every website we design and develop for our clients, we ensure the SEO is optimized. Otherwise, it's simply like a pretty business card online. It looks great, you can drive people there, but you're not going to get traffic from cold sources that are actually searching for what you have. And if you're a bit burnt out on Facebook, like I am, consider investing your time in Pinterest or YouTube because those are both search engines as well.

So many people are actually looking for your content in real time. And you may already know this or have heard this, but have you taken action? If you're playing the long game in your business, use ChatGPT or answerthepublic.com to find out in real time what your audience is asking for, and then create content that uses the same keywords. So for instance, when I search "entrepreneur branding" in

answerthepublic.com, it tells me that there's actually a low volume of searches for that keyword. But when I type in "personal branding", there is a super high search volume, which means I should use the term personal branding in my keywords and titles. I'm so glad I did that research because in my brain, I actually thought more people would be searching for entrepreneurial branding. I don't know why, that's just what I thought, but that's not the case. Do your market research. Now, it does take a little bit of time to do this, but it's so worth it. And there's plenty of experts out there if you simply don't have the time.

Once you find those amazing keywords, you can drop them in your content, in your website, on Pinterest, write and create using that terminology, and also create YouTube videos. Now, it doesn't mean you have to do it all at once. So for instance, when I decided to pretty much leave Facebook for my business, I moved over to Pinterest because that felt like the best idea for me as a brand strategist. Now, I have a YouTube channel, but there's not much on it. That will be next year. So another word of advice is to just take one platform at a time, build a foundation, and then stick with it and/or build on the next one once you feel confident. Otherwise, you're not going to gain traction because you're pushing multiple boulders up a hill. So what I'm saying here is if you're already... Even if you say let Facebook go and you're on Instagram and Twitter or Instagram and Snapchat or Instagram and TikTok, and then you decide to add Pinterest and YouTube, you're going to be pushing four boulders up the mountain.

So make sure if you're adding on platforms to release what's not working for you and get that boulder pushed mostly up the mountain before you add another one.

Okay, moving on. If you truly want to expand your reach with quality leads, consider partnering with other businesses to reach their audiences. This could mean collaborating on a marketing campaign or offering joint product or service, which we'll talk about a little bit more in a minute. But the main thing is having affiliates and JV partners may not add as many people to your list, but it will add quality people. And in my eyes, quality is always way more important than quantity. My last few launches were driven entirely by referrals, partnerships, and my own social media and email marketing. It works.

By partnering with other business owners that have a similar audience, you can reach new clients that are aligned and have immediate trust because you have been recommended by someone they already trust. This can be as simple as asking a few past clients to share their experience and inviting people in or asking colleagues that are in alignment with your brand. And if you see results, you can create an affiliate program that runs on autopilot every time you launch.

I saw how successful affiliate programs were in a few of my clients' businesses who had seven figure launches. When I started my own business and I knew I had to try it, yet theirs were quite competitive. They were really huge and they took a lot of manpower, like a whole team to run it, which is great if you want to take it to that level. But since I know I am a boutique business and I don't serve tons of clients at once, I really go deep with my clients, I simply created a low key affiliate program and it's been just as successful. So don't let it overwhelm you. You may have heard of this concept before and have been a little bit afraid to dive in because you've seen these huge affiliate programs for things like B school or

Impacting Millions. Don't let it overwhelm you. You can create a plan that feels just right for you. You can start out small and you can keep it small and low key if you want to.

All right, I'm excited to share this last idea because it's often an overlooked way to expand your reach as an online entrepreneur. Collaborating with other entrepreneurs in your niche or related niches can also expose you to a new audience and help you build really valuable relationships. This is similar to an affiliate program in partnering, but rather than others promoting your business or offers to their audience, you're working together in a unique way that benefits both of you. So here are some examples for those types of collaborations. You can create co-created content such as blog posts, videos, podcasts, or social media posts that can be shared with both of your audiences.

For instance, one of my clients is a stylist. If we went live on an IG live, we could promote to each other's audiences. Her audience could learn all about personal branding, and my audience could learn all about using their style in personal branding from her. Another option, which is similar, is guest blogging. You can reach out to other entrepreneurs in your niche and offer to write a guest post for their blog. Oftentimes, people get burnt out on writing their own blogs because it's a lot of content they need to come up with. So they would probably welcome a guest post every so often to get a little bit off of their plate and also to share new content with their audience. So this helps you reach a new audience and establish yourself as an expert in your niche. Another idea is joint webinars or online events. Team up to host these webinars or events that can be marketed to both of your audiences. This can be a great way to provide value to your audience and generate leads. So this could also be summits.

When I first started my business, I grew my list pretty big, pretty fast with summits. However, it does take a lot of work, I'm not going to lie. So if you want to go all in, grow your list really fast, you can team up with a bunch of entrepreneurs to create a summit. Otherwise, I suggest just choose one or two people and make an online event that you can all benefit from.

The other thing is joint offers. So rather than content or webinars, you can actually create an offer that takes part of the work off of your plate. So if your service or offer pairs well with somebody else, team up. For instance, my past client, Rachel, reached out to me last year and asked me to co-host a retreat in France, which just happened recently, and it was amazingly epic. I'm so glad that she reached out to me and I'm so glad I said yes. She knew that I had gone to Europe for sabbatical the previous year and she knew that her audience also loved traveling.

So she thought about it and she was like, "My audience really knows nothing about branding." She noticed that a lot of them needed some branding help and she knew my audience well enough from being my client that she knew that what she teaches, which is generational wealth, would probably align with them. So we knew whether people joined from either of our audiences, they would not only get our singular expertise, but each other as well. And it took the pressure off either one of us doing a retreat overseas by ourselves.

Now I can't wait to do it again in some capacity next year, and I've added another revenue stream to my business that's super fun and rewarding, not only for myself, but the people that attended.

So if you know me, you know that I'm all about collaboration over competition. And if you're listening, I'm guessing you feel the same way. By collaborating with other entrepreneurs, you can leverage each other's strengths and expand your reach in a way that benefits both parties.

So there you have it, three effective strategies for expanding your reach and taking your business to the next level. Remember that expanding your reach does take time and effort, but the rewards are so significant.

By reaching new customers and building your brand, you can achieve long term success, grow your business to new heights, regardless of the seemingly crazy world. Yes, there may be ebbs and flows. Yes, you need to stay tight on your mindset. But the time is now to take action to expand your reach. Because if you wait until the timing is right for things to get better, that day may never come.

So I trust this information was inspirational and insightful today. If you can't tell, I am super passionate about supporting your business because it means more than just your livelihood. I know this may sound a little trite because I am positive. Maybe it's the Enneagram 7 in me, but I can't help it. So much so that I'm doing everything in my power to help cultivate a community of women that support one another to rise up together. Because now more than ever, we need to choose collaboration over competition and become the change we wish to see in the world.

If this resonates today, I encourage you to attend the upcoming Legacy Lounge Networking Mixer where I'm gathering my favorite clients, colleagues, and listeners to do just that. I would absolutely love to see you there. It's free and it's going to be packed with positivity, real talk, and real relationship building. My goal is that you will meet your new business bestie, a new client or partner, and feel seen and heard in what can sometimes be a lonely place when we're in this entrepreneurship, right?

So I can't wait to see you or meet you there. Check out the link in the show notes below or simply go to your legacy brand [dot] com [slash] legacy lounge networking mixer. Probably a little easier to go to the show notes below. Sending so much love to you and yours. Holding space for your continued expansion. I believe in you and goodbye for now.

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?