

The Legacy Lounge Podcast with Tiffany Neuman  
Season 1, Episode 71  
Legacy Leader on Personal Style: Katie Allen

**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: Hey there. I am super excited to introduce to you our incredible guest today, Katie Allen. Katie is the founder of Katie Just Styled and Styled for Life Podcast. Katie, I'm super pumped for you to be here today.

KATIE: Oh, Tiffany, I'm so excited to be here. Thank you.

TIFFANY: Absolutely. There's so much to get into today, but obviously, we're talking all about style. I'm super excited because branding, I talk all the time about how important it is to have a foundation in your brand, how the messaging is important, how, yes, the visual esthetics are important as well. But one thing I don't talk a ton about is style and how we're showing up and how we're dressing. Obviously, you were the perfect person to talk about that today. To start out, could you just first tell us a little bit more about your journey and how you got to where you are now in your business and who you're serving?

KATIE: Yes. So it all started in the '80s when I broke the button on my mom's TV trying to turn up the music video as loud as possible. Back when you weren't allowed to watch MTV in the 80s... I mean, MTV because it was so risky. But I have always been obsessed with fashion from an expressive standpoint. And I really struggled with that honestly when I was younger because back then you picked your occupation. You can be a lawyer, you can be a doctor, you can be a dentist, you're going to be whatever you're going to be. Arts, it was always like the starving artist. It was always intangible. How do you turn that into a career? But I have that very hard memory of just being obsessed with the girls' outfits and videos and things like that because it evoked a feeling in me and it made me want to dance. I did go to school for fashion. I just like to tell this story because I knew who I was. 18 and you're like, I'm going to go

to college. I went to school for fashion. I always joke, It was before the internet because it's 1999 and you know Y2K. Anyway, come out of it on the other end.

The first thing I did when I graduated was just like, forget who I was. I just listened to everybody else. It was the beginning of that journey of the grooming. It was like, Well, if you're going to go, now you got to get a job. Because I feel like a lot of times in college, they groom you to be an adult and get a job. That's the beginning of losing yourself a bit. I went into marketing. I was in marketing for 17-plus years because it was the next closest thing to fashion and style. Because the part I truly love about fashion isn't just the clothes. It's really the psychology behind it, which is why I'm so obsessed with the work you do and with branding, because it's about bringing those things out of yourself and showcasing and expressing. I love how you always use the word essence of who you are.

TIFFANY: I love that so much. Yes, I went through the same thing. I was very lucky to find my same path basically in design and marketing and branding. So it's so funny how similar our journeys were because I also went to art school and luckily stuck with it on some level.

But I love your story also of how you started your business almost—not on accident—but you were telling me before we started recording that you were just in these communities and you started a podcast for the love of it. And then things just fell into place. So what was the moment when you knew like, okay, this is it. This is my life's purpose is to be a stylist.

KATIE: Oh, so. Well, I have one key memory of doing a shopping trip. It was fashion merchandising. I learned a lot of... It wasn't just fashion, right? But we did do this one trip, and it's very stereotypical, where we went shopping at Tyson's on the East Coast. It's one of the big areas in DC. We had a profile of a woman that—well, mine was a woman, I'm sure other people had other people, that we were shopping for. It was who she was and how she wanted to feel and what you were dressing her for, and it was an assignment, so go pick out clothes for her. That memory is burned in my brain because this person didn't really exist, so I had to create this person in my mind, and I just thought that that was really fascinating. But yeah, I left out that whole part of the story, right? So in corporate and I just realize I'm losing myself and I'm addicted to podcast because I feel like I'm starting to hear people talk in a way that I had never really heard people talk.

Now, when I started my podcast, it had nothing to do with style per se because I didn't know that that's the direction I was heading in, and I can go back in time and pick out these key moments. Some of my really good business friends, I remember being on a call with them one time and them being like, can you just pick out my outfits? I was like, oh, can you just tell me how to grow my podcast? It was all about, help me figure out who I am.

Then in 2020, my company did a re-org. A lot of things are changing, and they let me go. For that particular company I was with for 11 years, my whole identity was... I was wrapped up into it. But because I was in a bunch of communities and I was in a business, mastermind, not a business, if I'm really honest, because I just knew something was coming. That day after the fit that I had of losing my job, I just went to

my husband and I was like, I don't know what I'm going to do, but can I have some time and space? I got a pretty decent severance package because it wasn't planned and things like that. He was like, I think everyone deserves an opportunity to figure out who they are and start a business around that, around your hobbies. He's so passionate about that because that's what he's done.

It was a three-month period of darkness and the scariest three months of my life. But the moment that the heavens parted and it was like "aaahhhh", is I was in the bathtub and one of my friends was helping her—she does website design—and she was helping her client get ready for a photoshoot. She said, Can you just tell her what to wear? Because you're the most stylish person I know and I don't know what to do with her, but I cannot pick out her outfits for her photoshoot.

I was in my bathtub and I just shot off a couple of things off of Pinterest that were cute or whatever. She said, How much do I owe you? I was like, You don't. I'm in the bathtub. I'm wallowing in my, Who am I? phase, in my identity crisis. I'm like, get paid? I only get paid if I'm working really hard. And then I hopped out of the tub and I was like... And she was like, No, Katie, people get paid for this. I hopped up out of the tub and I ran because my husband and I met in fashion school, ran to him and I was like, Oh, my God, I know what I want to do.

And he was like, How did we lose sight of this over the last 20 years? How did we forget that this is who you are? It's a long version story of how I came back to this. Then because I was in those communities and that was just always who I was without knowing who I was, the very first call of my mastermind that I was in without my business, when I said, Hey, I have something to tell you guys. Everyone was like, Oh, my God, of course, this makes so much sense. In that moment, it's like my very first client.

TIFFANY: So good. I love that story. And it's so true because now you look at the brand and it's so reflective of you and your style. You would just assume that you've always been that way. But it's so interesting that we can have these identity crises, whether you've been in corporate or you had kids and then the kids are growing up and you're like, Wait a second. My identity is so wrapped up in them. Who am I as a person? There's so many ways, especially as women, I feel like, that we can lose our identities. I talk about that branding a lot of how to come back, how to find your essence, but also with the style. It's interesting, especially as you get into your 40s. But even younger, I wish I would have known more about that in corporate because I just would like, throw on what I thought was my corporate suit and go for it. And I'm like, God, I must have looked ridiculous back in corporate, but it just wasn't my main focus. And so I think there's so many things that we as women think of. Sometimes it's like, Who am I to have a stylist and to put effort into this and whatever?

And it's like, who are you not to? Especially if you're a business owner and you have a brand. When you show up and you talk about empowering women a lot. When you show up and your confidence is there and you don't have to think about it. For instance, when I went to France, I called you and I was like, you're in my community and then I work with you in my style. Because even though I'm a brand expert and I do it every day, when it came to my own clothing style, over time, I was like, gosh, I don't even know anymore. What looks good on me or what I want to wear. And so that was so to go through the

experience myself and then to just show up in France and be like, Oh, here's all my outfits. I don't even have to think about it. And so also I'll help clients if they have and they don't have a budget at all or something like, oh, you could wear this, this, and this. But I think it just up levels everything and it makes the entire brand better when you invest in your style.

For instance, we just had a client that I did their brand and I referred them to you and those photos just made it so much more special when the clothes matched everything else we were doing in the brand.

KATIE: Yes, and it was so fun for me, and dare I say, easy, because you were like, this is who they are, these are their colors. I know them, but to know them and the way that some of the things you pulled out of like, This is what we want to embody. This is who we are. It's so much easier to be like, Okay, so these are the silhouettes that embody that. These are the colors that embody that. Which one of these fits best for your body? How do we make this feel like you? Going back to what you said about the France thing and what you were saying about it feels... Sometimes like the word, like the who am I to? Almost elitist, where the word stylist comes up, which I think I really would like to do away with that, and we could talk about that too. Because when we did your France stuff, we shopped your closet, though. We didn't buy it. We bought a purse or something. I think that goes back to even just what you talk about a lot with foundations. It's always about starting with what you have.

Honestly, I don't love to shop. What I love to do is get to know someone and then pick out clothes that match them. I joke about anyone that's seen the 101 Dalmatians when the owners are walking by with their dogs and all the dogs look like their owners. That's how I see clothes. It's like when I'm shopping, It's especially if someone's willing to go super deep with who they are, what they want to express not to the world, but to themselves and then to the world. You and I have talked about this before, showing up on Zoom and how you can feel good. Even when I don't have calls, I still get dressed for myself. I think that there's so many misconceptions around style and fashion that I would love to break down. But yeah, as it pertains to your brand and things like that, it's a huge part of it. And the work you do is amazing. If we don't let that follow through, I feel like there's a big dissonance, but can we talk about transitions? There's so many life transitions. Like when you mentioned a motherhood, starting your business, I think business is an easy one to take it away from your personal life, is when you're in business for three years, then you change, and then you're in business for another three years.

I feel like I'm seeing you go through it now with building out your team and highlighting your team and having these experts in your team, then that's a totally different version of you. That's easy, and I know we track that, but we don't apply that same strategy to the way we dress. We think like, Oh, well, now I'm starting a new business. Oh, now I had kids, or Oh, now I had this, and we just continue to put on the mask of what we think we're supposed to be doing. A lot of times it's wrong, and I think that's why... Not that it's wrong, it's wrong for you. I think that's why the work that you do is so important of really knowing the essence of who you are and then expressing that in your clothes. Yeah.

TIFFANY: It's so important. And then I think, too, we went through 2020 and the pandemic, and then everybody was literally just in their sweatpants and whatever. I think that it is what it is, and it's okay. I think life has become a little bit more casual.

But I also think when you invest the time and the effort into it and put the effort into having a brand, that's what...I always talk about positioning in your brand. And when you want to be seen as a leader and as an authority and really on your game, you have to invest in your style, I think it's just like you have to. But also, like you said, it's the confidence thing. It's not like an elitist thing necessarily when it's a business expense, really, if you think about it. It's part of your business. It's part of how you're showing up. And especially if you think about like, Now we're back in person and you're going to... I hosted that Mastermind events in France. But if you are going to an event and you're going to be meeting new people, you want to show up with your unique Signature style because that's where people are going to... You're going to stand out. People are going to come up. And we talked about this earlier. It's a deep connection. When they say, Oh, my God, I love your hat or I love your earrings, it's conversation opener. It's something they're going to remember, too.

People always remember how you make them feel, which is important. But I truly believe people always remember how you're... They'll be remembering how you're dressing like, Oh, that girl in the red dress or that girl who had the spiky hair or whatever your signature style is.

KATIE: Think of every time you meet someone at a party and you're like, Oh, hi, my name is Katie. And you're like, Tiffany, I'm not even listening. And people have done studies on this, and you could probably speak to this from an NLP standpoint, I'm actually not even really listening to your name. I am sizing you up as a person and I'm making connections of what you're wearing to what someone else that I know that wears that or her hair looks like my sisters or her hair. We're doing that in such a quick second, we don't even know we're doing it. That's one thing I've so learned about style is I'm working with people and I'll pull an outfit and they'd be like, Can't wear that. That reminds me of my mom. Nope, can't wear that because someone said... I said this. And it's true because that we connect. We are visual and sight is one of our big senses, and we use it constantly to make quick connections so we can just weed out. If all this information is coming at me, how can I make the quickest judgments. If someone wears this color, they do this. If someone's wearing this symbol, then they believe this. Okay, boom, boom. It's like you're just constantly wading through stuff, and that's the power of it. It's like you get to control that narrative. We do that to other people, we do it to ourselves.

That's like in the pandemic. One of the things is when I'm in that business mastermind, pandemic starts, my kids are at home, I'm right on the cusp of losing my job. I don't really know it yet. I was talking to one of my coaches and I had this period with darkness, and she's like, Well, why are you struggling so bad right now? I was like, Oh, no, I haven't gotten dressed. She said, Okay, so your work for the next week is to just get dressed. She said, You're going to shower, you're going to put on your makeup. That's how I started this whole thing called Lipstick Love Wednesday in the pandemic. When I go back, it's so obvious, all these things I was doing that were way before the styling journey. Mind you, these were mostly cute

sweatsuits. I'm buying sweatsuits at Target, putting on lipstick and taking pictures, but that's how I reconnected back with myself.

Then I would post around the lipstick color and how it made me feel. That was such a pivotal moment for me of the connection between how we feel and what we're wearing and what we want to achieve. It's super important for connections outwardly to other people like, I could do a whole podcast on that. It's also really important to who we are.

Every time you see yourself in the mirror and every time you catch a glimpse of your reflection, your mean girl voice or your inner voice, maybe it's not mean, mine can be, it starts. One thing you said that I want to get clear on is you can be casual and still be put together.

I think you and I both do a really good job of this, and I would dub myself the queen of casual. I love tennis shoes. I love T-shirts, but I'm not going to also wear a messy bun because if I have a T-shirt and a messy bun, now I'm just leaning towards just that messy look altogether. There's a way to balance both sides of that coin. Not that I don't wear messy bun. I'm talking about from a business branding standpoint.

There's a way to get into it, and I think that's what people always think when they think of stylish, they just think, Oh, I'm not glamorous. I'm not stylish. Everyone has a style, whether you think so or not, and whether you consider yourself stylish or not has nothing to do with it. One word I'd love to take out the dictionary is fashionista.

TIFFANY: Yeah. No, I agree. I think it could be your body type and knowing how to dress. There's so many aspects to it on top of the color and everything else. And going back to what you said just a minute ago, it's so important for us to get up and get dressed daily. I'm not going to lie. I have sweatpants shorts on right now because it's really hot, but I'm still put together. And when I'm working, it just makes us feel better. Like you said, when we're looking at the reflection in the mirror.

And to your other point, I think we tell our kids not to judge a book by its cover, and we want to live by that. But you're right. Our subconscious mind is just at it, and we do. And it is what it is. And when you're scrolling on social media, it's going to automatically attract or repel you. The first thing is people's looks. Unfortunately, what they're wearing specifically. And that can even be for me, if I do see somebody in a suit, I'm just like, that's not me anymore. So I don't really want to... I'm like, why are you wearing a suit? I don't energetically match that anymore.

But if somebody has, like you were saying, a really cute T-shirt and some cool sneakers, but they have that put together look, it has a different feeling. So, yeah, there's just so much to it, and I don't think that people put enough effort or they will get one photoshoot with a signature, one outfit, but then they're not looking at how they're showing up every other day of the year.

There's going to be a lot of dissonance between that. We've all experienced that in different space. I think real estate agents have been dogged on for years because they've been historically really good

marketers. You'll get all the real estate agent stuff in my mailbox every day, and then I'm going to hire you to make this giant transaction, the biggest transaction of my life, and you're going to roll up. You don't look like you looked on that card.

It immediately kills some of that like-known trust. There's a time and a place for everything. I think if we could talk about photoshoots, you should show all aspects of yourself like that, whether it's a static photoshoot on your website, whether you're showing up on social media or not. But I think there always has to be a barometer of what... Oh, my God, I could go in so many different directions with this, but I just think there should be a barometer of what are you communicating and what is your intention? I'm all for makeup-free. On the weekend, I don't really wear that much makeup. I'm all for natural beauty, but I'm also all for being on brand. When I show up to talk to you, the consistency of it, I think, is really important. I know that's something you talk about a lot in branding. Even think of it from like that. It does suck that we judge people, but we do. And once we stop telling ourselves that we don't think we can release it, it's like, yes, my first impression of you, I might be like, What do you want to see? Now I'm an evolved human, so I know that my first reaction is going to be like, You're a suit.

And then I know that my second reaction could be like, okay, he's a cool dude or she's a good... Or we actually have things in common, and then that's where your personality comes in. But we've got to stop acting like it doesn't matter. I think something I noticed that we do a lot in society is we swing hard one way and we live one way and we create a lot of trauma around it. And then so we swing all the way the other way and we're like, You can show up and you can show up on Zoom with a towel on your head. You're so vulnerable. Yeah. I'm like, Yes and no. Everything is a little bit of a balance. I know that because I rally hard against the things that my parents did or said that I didn't agree in. Then you have kids and you're like, Well, maybe there's a happy medium here.

You're not allowed to do that. Totally. I think it's just creating space from that and to stop vilifying that and making... The other misconception I think that people have around it is like, there's no depth. But I just was listening to someone the other day on podcast and they were like, the higher we go and say—we'll use visibility for an example. You're doing branding, I'm styling people for the branding. The higher you want to get in your visibility, the more people you want to touch, the deeper you need to go in your healing journey because you're going to hit that. The more you want to be seen, the deeper you need to go.

Don't tell me that paying attention to your fashion and your style doesn't matter because you are constantly sending subconscious messaging there with the way you carry yourself, with your body language, with the words that you use, with the clothes that you wear, with the colors that you wear. That's something I've also been trying to tell people like, okay, you want to work on your visibility? Okay, then we're going to increase our visibility by 50 %. Then what 50 % are we going deep into?

TIFFANY: Yeah, I love that. I think it's just like branding. I talk about pretty pictures is one thing and having an esthetically pleasing brand but what's below the surface. It's the same thing. You can show up, but even if you have a great outfit on, if you're not confident in it and haven't done the deeper work, it's not going to be as powerful either.

KATIE: Because you have to wear the outfit. Don't let the outfit where you. That comes from just choosing something that you think someone else has on Instagram and not really digging into who you are.

Because it's not about... Paying attention to trends is good so you know what to shop. Paying attention, meaning that what you can expect. If you're not paying attention to the trends and you're trying to walk in a Nordstrom right now and buy high-rise, skinny jeans, you're not going to find as many as you could find three, four years ago. That's really just helping you with your overwhelm and your expectation. Humans love expectations, not a thing that we love. Then if part of your brand is to be cutting edge and relevant and always on top and being seen as an industry expert, but you're not showing up relevant in these other areas of your life. There's different ways to reasons why I think you should keep up with trends and style and fashion. But if you're inherently like, It's not me and I don't care and I'm going to wear purple, leather, skinny jeans until the day I die, then own that. That's your brand.

TIFFANY: Right. I love that. Awesome. Well, I loved talking all the things style, and I'm sure now the listeners are super excited about it. I think it can be a tricky subject like we talked about, and just a little bit scary if people aren't as obsessed with style as you are and they're like, Oh, I don't know where to begin or whatever.

But before we wrap up, I did want to talk about another thing that we have in common quickly, which is we're both really into empowering women and connection and community like we were talking about. And so I know you have a community, so we can talk a little bit about that and how you empower people there. And then also you are part of my community, The Legacy Lounge. So ladies, if you're listening and wanting to connect with the community in that way, just be surrounded with amazing business owners, check that out. But if you're specifically interested in style and getting help with that, Katie, do you want to tell us a little bit about your community?

KATIE: Yeah, for sure. But definitely if you want to hang out in the Legacy Lounge, I'm there, too. So The Style Squad is also a community, and it's for female entrepreneurs who are focused on going really deep on that journey of who they are, what their values are, and how do they express that. My goal with that community was to make fashion and style feel really accessible from a price point and accessible from a people standpoint. I don't think anybody in this community would identify as a fashionista. That's why I was like, There's one word that I can think of in the dictionary. It's this. It's really a group of female entrepreneurs who are uncovering that deep work of who am I? And having aha, moments. Like I said, we come together a couple of times a month in the community. We have a private podcast. We have weekly prompts where we drop our outfits and we either ask for support around what we're wearing. I've really wanted to create this safe space of like, Oh, my God, I have this coming up and I don't know what to wear. Can you ladies help me? It's a true community in that sense of it's not just me answering these questions, and I have been mama bear proud of some of the people really digging in because they're doing the work for themselves too.



So it's been super, super powerful. Yeah, the community is all about having fun and just getting dressed every day and using your style as a self development tool to feel confident in your life or business.

TIFFANY: Awesome. It's so good. I have to ask about legacy because that's everything I do, whether it's the branding or the community, it's all about legacy. So one question I always have to ask guests is, what does legacy mean to you and why is it so important?

KATIE: So you warned me this was coming up, but I'm going to be honest. Part of legacy for me is financial legacy because I don't have one that for myself coming down the pipeline towards me. I'd be lying if I didn't say that. Legacy to me means I want to pass on some financial stability to my family, but also that's the financial piece of it. That's very status quo.

The next part of this is legacy to me actually is breaking down status quo. The one thing that if I could leave to my kids and anyone that I come in contact with, not just my kids or even through the community, is that status quo is meant to be broken, conforming to everything and not constantly questioning the status quo. That's your job. I fully believe that's your job. I love following rules. For one, it makes my life a little bit easier, but I also love to break rules when it's time to break them. Rules are there to create order, and then once we have that order going, now is this actually right or do we need to do better by ourselves, by other people, et cetera?

When I think about legacy, that's something that's really important to me is I just want my kids to constantly challenge status quo of what life can truly be. I think right now when I think of status quo, I just think of negativity. I would love for them to really question the status quo of negativity and how they can be happy on a daily basis.

TIFFANY: I love that so much in so many ways. Financially, I'm in the same position, so I feel you there. I love, love, love the idea of the status quo. I think, especially as parents, it's up to us that the schools aren't going to do what the government's not going to do it, like having them think for themselves fully. I think that is so powerful, but also reframing it as business owners. I think we think about the status quo of like, Oh, all these people are doing it this way. We're told to follow certain paths. I think that's super powerful.

:ETIAKThat's my work to do on a daily basis. Every time I get scared or I feel around something, I know it's because I'm bumping up the status quo and it's bumping up against a belief of mine that I've had for a really long time. I have to get super clear on like, is that my belief or is that society's belief or my parents' belief or my lack of mindset or whatever. I think we just live in fear too much. Yeah, some fear is good. You need to be able to run from the tiger. But I haven't been chased by the tiger in a long time.

TIFFANY: Yeah, I don't know about you, but me either. Yeah.

KATIE: I mean, unless my husband's a tiger, but that's different.

TIFFANY: I love that. No, it's so true. And I think that's why we get along so well and the Women in Your Community, the Legacy Lounge, there's so many... The general public is living in fear, and we don't need to do that. So anyways, if you want to be over living in the fear and have more fun, come hang out with Katie and I.

KATIE: Come hang out with us.

TIFFANY: Yes. So Katie, people can follow you on Instagram. What is your Instagram handle again? Katie Allen Stylist. Is that correct?

KATIE: Katie Allen Stylist. And then if they want to go deep to style inspiration and breaking down fashion stereotypes, they can check me out on the podcast called Styled For Life.

TIFFANY: Nice. And then also you have a little giveaway for everybody you mentioned.

KATIE: Yes. Since we're talking about branding and Tiffany is like the ultimate guru of branding, and after we get a fabulous brand we like to get photoshoots, I do have a private podcast mini-series called How to nail... It was really just called nail your next photoshoot. And that's on my website, katie just styled [dot] com backslash nailed it.

TIFFANY: I love that. Yes, absolutely check that out because that is one of the things I do with every single client is make sure that they have on-brand photos for the website because otherwise it's not going to really capture your essence. Thank you so much for being here today, Katie. I feel like we could talk for hours, but we will have to cut it short. But definitely go follow Katie in all the places. Remember, if you're not consciously building a legacy, you're simply building a brand unconsciously. I hope this discussion with Katie inspired you to take action, even if it's just moving the needle one % towards your legacy. Because if we all focus on making an impact together, the ripple effect will truly make a difference. And we'll see you next time. Bye.

**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.

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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?