

The Legacy Lounge Podcast with Tiffany Neuman

Season 1, Episode 73

Totally Transparent 2024 Brand and Business Predictions with Elaine Lou Cartas

TIFFANY: Welcome to this joint episode. I am here today with Elaine Lou Cartas, who is an award-winning business coach, career coach, and speaker for Women of Color and allies. She specializes in helping women of color entrepreneurs and industry leaders land their dream career, create business opportunities through authentic relationships both online and offline. She has been featured in Forbes, Business Insider, Money Magazine, and so many other places, spoken around the world as well as to Fortune 500 companies. And she lives in Pasadena, California, and loves Muay Thai and hot yoga in her downtime.

ELAINE: Before I introduce Tiffany, some fun facts of what we share in common. So, Tiffany boxes I do Muay Thai. Both of us play violin. We are like, What? So I wanted to share that fun fact. And Tiffany is my brand strategist, so I'm very honored. And she's been a brand strategist in the corporate world for 15 years, working with brands like FedEx, Adidas, and Burt's Bees, and then helps small businesses like myself. So you see the hearts for Color of Dreams, the left heart that represents the C, and then the right heart, that's the D. Well, that's Tiffany for you. So she's the brains behind my brand. And I'm excited for this joint venture. Tiffany, why don't you share how we came upon deciding to do this episode? It was basically voxer rants, essentially.

TIFFANY: Yeah, we were catching up, and you were talking about updating your podcast graphics a little bit and the naming conventions. And we just started going off about social media and how things are changing and AI and sales tactics and all of the things. And then you were like, We should really do a podcast about this. And it was interesting because we both had said we wanted to talk really openly about these things because we're very both straightforward people. We don't do any sugarcoating around here. And we're both just really focused on the future. We're playing our businesses for the long game. And so we said let's do it.

ELAINE: And I've been in business for six years, same as you, right?

TIFFANY: I will be getting to six years soon. Yes.

ELAINE: Yeah. So I started back in 2017, and it just has changed and shifted. And I'm sure for all of you, I've also seen businesses close and stop or take a break. And there's also nothing wrong with that. I also want to share that. But then the question becomes for us, for small business owners, how do we keep for the long run? And anything you want to add to that, Tiffany?

TIFFAN: Yeah. No, I just agree with you 100 %. I feel like the last three years specifically, we've all been through a lot, and there was a lot of trauma that came from that, collective trauma that I don't think people were starting to really feel or realize until this year. And then there's also some... I've experienced hearing some curiosity and fear around next year. In the states, we have the election year coming up, and a lot of

people are wondering how to proceed. And I have a lot of thoughts around that, and I know you do, too. So that's really where we're coming from, too, is what's shifting, what the opportunities actually are instead of looking at it and fear and like, Oh, what could happen? What are the possibilities for us?

ELAINE: Yes. Okay, well, we are just going to have a conversation talking about the 2024 brand predictions. We have six we want to share with you, but we're also mindful, maybe we'll be sharing more. So we're going to tag team this. But one of the things that Tiffany and I were talking in our Voxer, essentially, we're just publicizing our Voxer conversations.

TIFFANY: Exactly.

ELAINE: on this episode is people want you. They want more one to one. The success rates for courses are one percent. And to be transparent, I'm actually doing a course. I didn't even share this with Tiffany, but a good friend of ours, a mutual friend, Amber Dugger, who is in a mastermind with us. I'm doing her Profit for Keeps. It's a cash management course. But I told them, I can't just do this course. I need to work with someone. I already know myself. I am not going to do this course self-paced, so I'm working with a coach on it. And that's because I need that. I do need the hand holding. I do need the accountability. And also we are human, and we process better when we are communicating with one another.

I always like thinking about when we were teenagers and our small problems of the people we didn't like or someone bullying us. We talk to our friends and family members, and then we feel better. But anything else you want to add with why people want one-to-one versus courses? And not just one-to-one, but also group as well.

TIFFANY: Absolutely. I think for me, it all comes back to... I'm famous for this saying, you can't see the label from inside the bottle because we're so close to what we do. So from a branding perspective, so many people have been working on their brand and trying to go at it alone for years, which is why I do one-on-one branding, but I also have a group process, which you went through. And same thing why you do so much one-on-one, but also group coaching. Neither one of us have courses. And I've been told by mentors so many times, you could make your process into a course. You could reach so many people. You could make so much money. And I said, Yes, but I have had a 100% success rate for people going through my program. You can't say that about courses. And I think the same for you. It's so different having - It's like value and community.

ELAINE: Yeah, it's like a values and ethical decision. I've talked to a lot of my friends like, That's cool. I could make a lot of money if I did a course. But knowing that people are not going to get the success and the results they deserve doesn't sit well with me. Right. And also for me, coming from a fundraising nonprofit sector, working in politics, like my career prior to this, I need to be in touch with the people I'm serving. Because if that's not there, then I don't know how to connect. So I do need that connection. Even in my group coaching, I provide provide one to one. So if I have clients who are one to one, it's biweekly, so it's two sessions a month. So there's integration, implementation. And then even in my group I do the monthly monthly one to ones and I see that my clients appreciate...I just on to the fact of, you know what?

I want to be like a liberal arts Ivy League school. I want to work with a limited number of clients, and that's it.

TIFFANY: Yes. Same. I love being that boutique feel. And then for people listening who are like, have a course or working on a course, they're like, "Oh, no, this is horrible news." I guess the thing I would say to that, too, is it doesn't mean that you can't have a curriculum behind a program. There's something... But to your point, it's where are the touch points? Don't leave people to their own devices to try and work through it on their own. So maybe it's weekly calls with you, or whether it's in a group or whether it's one-on-one. So you're just not leaving people to their own devices.

ELAINE: Yeah. And I will say there's a reason why they're taking the course with with you and a challenge of why they haven't been able to get the results.

TIFFANY: Yeah.

ELAINE: All right, Tiffany, you're on number two.

TIFFANY: Good. Good. So two is an an extension we're already talking about is why community is so important, but also that I believe that communities are the new social media. This stems from my friend Laura Zug—give credit where credit is due, and she is a community specialist. She's a community expert, basically. We were having a conversation, and I've just had... I had so many clients saying, literally, I was on a call call and a prospect was saying, Social media just seems seems icky now and she was an influencer on social media, high level influencer, and she just just went and stopped posting. And she was like, After everything that's been happening over the last three years, but especially the last few months, she's like, It just feels icky. It feels gross. I don't want to be there. So I don't think that necessarily completely removing yourself from social media is the best idea, but a lot of people people are pausing to reconfigure because it's changing and it's moving. What we were talking about earlier, to me, it's more of like social media is there for awareness and to people to like, Okay, I see what Elaine is about. I can see what Tiffany is about. It's less for sales.

A lot of people used to just always be selling on social media. Media. It's not that you're never going to sell on social media either, but what I truly believe is communities are where it's at. So I, myself, am part of a networking community, and I also run a women's networking community because that's a space where you can forge deeper, really valuable valuable relationships where as with social media is so surface and you don't really get to know people. So again, it doesn't mean you have to leave social media completely. We've talked talked I've pretty much left Facebook. I'm on Instagram just to have a a presence. I've focused more on LinkedIn now more than ever, because that's where more serious business owners tend to be.

ELAINE: Yeah. I've also done the shift to LinkedIn. I'm a top communication voice. I've been at two LinkedIn events, one in the Chicago office, one in the San Francisco office. And I think the reason why people are moving towards that is because there's pretty good boundaries in terms of people sharing their

professional life and people know that that's what it is. As opposed to Instagram, it's a mess of all of it, right? Of the here's my reality television show, as well as let me sell to you. And it also becomes so much. And as someone who's trauma-informed, because I'm trauma-informed certified, it's like we don't... When we open up Facebook or Instagram, there's an algorithm. So the things we see in our feed isn't even things we chose it's based off of what social media is choosing for us. Yeah. As opposed to LinkedIn or even this podcast episode, you're choosing to listen to it. But going back to communities, I'm sure you receive this too. For example, whether my clients are one to one or they're part of my mastermind, I have office hours weekly twice a month with me, and then the other weeks with my other coaches who compliment what I do.

and lot of my clients just say, It's so nice to meet other people who also have problems. Because on social media, what do we show? We showcase the highlight reels of how amazing our life is. Well, majority of people do.

TIFFANY: Or they go completely opposite and share everything, which becomes TMI. People say to be vulnerable, and then it's like, There's too much vulnerability, I believe, as a brand strategist, where I would look at this person and be like, I would hire them because they're sharing everything. Like, yes, humans are humans. To me, there's a balance of the vulnerability and not being picture perfect, but also you do not have to share every little detail.

ELAINE: Thank you so much for sharing that. And also, we're not going to share names here, but I remember around around launch for this specific individual, this person would share a very vulnerable story of what happened to them before. I'll say, Huh, that's fascinating. Every single time this person has a launch, it's about two weeks before, and they share this vulnerable story, and it just feels icky. It's like you're using your trauma to sell. It just doesn't feel good, one. And then two, I understand that for some people, they do need to process and they write what they want to and they share it on social media. Great for them. But then unfortunately, it creates this unconscious pressure where everyone feels like they need to share all their stuff. I am not a licensed therapist. I'm not a psychologist. But I could only imagine the ramifications if you are not self-regulated to share your trauma because you haven't processed it yourself.

TIFFANY: Right. I just literally sent an email about this. So of the things that I do is help people write their signature stories and share it from stage and things as part of the brand. I shared one of my more vulnerable stories from stage because it was impactful, but because it was inspiring to people and it created an impact, not for self-serving purposes. I said, There is no reason... I love to help people create their signature stories because it is how... We're going to talk about storytelling later. Storytelling is important, but it's always to you what you share, how much you share, and if you're ready to share it. And what's the purpose? Don't share stories just for story's sake. If it makes sense and it resonates with what you're speaking to. So there's so many details to that.

ELAINE: Yeah. I could give an example. There is an email I sent out earlier because we're recording this mid-December of 2023, and it wasn't really vulnerable. It was just I had this news that I was going to start doing Muay Thai. Muay Thai is Thai kickboxing because I got into it when I was 16. And so I wrote in

my newsletter like, Yeah, I had this news resolution, but I am 11 months late to hitting that resolution of going back to Muay Thai. And the purpose of that, I was just like, Hey, it's never too late. I know it's 11 months into the year, but if you want to get started, you can get started now. You don't have to create a timeline. So that was intention for what I wrote. It wasn't also too vulnerable. It was just an every... well not an everyday story, but nothing emotional about that. So the third brand prediction is... We touched on it... But content on social media is just good for awareness. And also, I'm excited to share this because both Tiffany and I were ranting. I'm sorry. Actually, I'm not sorry. I'm excited. The fake lifestyle of people showing their perfect life, the laptop lifestyle with other big hitters or friends in the industry just doesn't work for a lot of people.

Actually, consumers are just smarter. When I see stuff like that, I even even question like, you have a life outside of your work? Why? Why? Why are all your friends people in the industry? Can you not make friends outside of it? Because that's questionable. And what about your friends and family? Even me, as someone who is observing, I'm like, I don't know. I remember when I used to work in politics, I was with... Working so so I was missing friends and family parties, and my life was consumed with work and nothing else. And so I can't help but think that. Anything you want to add to content on social media?

TIFFANY: Yeah, no. And I think just like we were talking about the stories, there's a balance to it, because if if you to an event and you're surrounded by those people, it is fun to share those things. And there's nothing wrong with with that. If you're hosting a retreat or what have you. But I do think a lot of it's used for positioning, which branding is positioning, but how authentic are you being is really where it comes from. The whole Bro marketing, it reminds reminds me renting a Lambo for the day in front of a mansion and leaning against it and then posting those pictures, which I know nobody listening to this does. But how icky is that? Now, as a brand strategist, too, I do creative direct photoshoots for people's websites. That's different because you do need professional photos, not just snapshots from your phone for your website. You need to look the look, walk the walk, talk the talk. However, on social media, I think you're 100 percent right. Not every image needs to be perfect, right? Not every image needs to do all those things because people do, like we said, there's that balance.

You don't need to be super vulnerable and show up with no makeup and a messy bun every day either, but feel like there's that in-between stage where you're a real human and you're hiking with your boyfriend or hanging out with your child. I think there's that balance of people behind the scenes and not... I don't know, this is my personal thing. Most of those images I like to share on stories. I'm like, okay, if you're following me on stories, that seems a little more personal. And I'll I'll share I'm at Disney with my family or whatever, where Instagram, and I'm just talking about Instagram for this moment, Instagram itself, those are going to be more like business-focused posts. And then LinkedIn, it's mostly business. There's not as much need for all all of I'm going to share everything about me and my family behind the scenes because that's just not the space for that platform.

ELAINE: Yeah. It's fascinating because when I look at my Instagram stats, the engagement has gone down, by the way. Ever since 2020 and everything that's happening this past year, but my Instagram engagement has gone completely down. And I'm not surprised, right? There's so much being shared. It's

all so overwhelming. We've been... People are still getting COVID, but we're three years since the pandemic, since people have been getting COVID, and it's a lot. So it makes sense why it's gone down, and it could be a lot. While at the same time, it's like finding that healthy balance. And another thing, not just in a professional business brand prediction, but I used to post stories all the time. I used to do lives. But what happened is when I would be on vacation with partner or with my family. I would start thinking, I would take my phone out. Oh, would be really great content that I could take right now. Let's put the food this way. Or what if I put it in the background and do it slowmo? And it was like..

TIFFANY: Instead of being present.

ELAINE: Exactly.

Instead of being present, I was like, What would make great content? And even my partner would be irritated like, Do you really need to post? And take all this. Yeah, I need it. People love seeing this stuff. And thank God for therapy and self-awareness. I was like, I just stopped doing it.

TIFFANY: I mean, same. I took my family to to Thanksgiving, Disney over Thanksgiving. And my parents, my brother, and everything. And I took my phone out. We took some pictures of each other. And I think I posted one picture of my daughter and I just like, This is what we did. And that's it. Because I wasn't thinking and I really didn't have a lot of great photos to share, but I didn't feel compelled to. I'm like, This really... It's like... There's all these Instagram gurus saying you have to do all these things. Again, if you're a listener, you're an Instagram guru, don't shoot the messenger. But I've seen a lot of people who actually are social media strategists getting burnt out themselves and talking about the burnout themselves. I'm like, What's it worth? If you're focused on building content all the time and that's all you're focused on, how well are you really serving your clients? That's your role. If it's your role to serve people on social media, it makes more sense. But as a coach, as a brand strategist, if we're spending 50 % of our time creating this content, what's really happening in the backend?

How are we showing up for our teams? How are we showing up for our clients?

ELAINE: Yeah, 100 % everything that you just said. I mean, see, we're jumping all over, but one of the things we're going to talk about is the consumer being smarter. But I even think about that. I was like, if you're putting out all this marketing and a lot of content, does that mean your service and product is real shit? Because you have to create all this? Because the best compliment for being a business owner is having referrals and renewals, which is the majority of my business.

That's the best compliment. You shouldn't have to market and try so hard unless you have a very bad service or product.

TIFFANY: Yeah. And I think there's probably, again, exceptions to that rule because we're going to talk about AI AI and there's ways to create content faster now, but that has a whole other ramifications that we can go into later. Yeah.

ELAINE: Well, why don't we go into the fourth tip, Tiffany?

TIFFANY: Yeah. So it's really extending from everything else we talked about. But what you and I have really focused on doing since the social media is... And then there's also, we didn't even talk about... So much of that that is vanity metrics, right? I've never really focused in building my Instagram building, but you can see people with 30,000 followers and they're getting seven likes. A lot of the followings aren't even real people or they're not engaged and all those other things. I really had to do my own work around that. I don't have a billion followers. What does that look like when people show up? It doesn't matter because the people who work with me know the value. Like you said, I I am I have a waitlist for one-on-one most of the time, and I could go completely off of social media. But the next piece of that is the long-form content SEO, which I know you've really dug into and I've started to dig into, which is our podcasts, our blogs, email marketing, and having those searchable things because we need to show up where people are actually searching for us, not just hoping and praying and and spraying I'm going to put this all on social media. Maybe somebody will see that and want to work with me.

Again, I think it's important to have a presence for awareness on some level, but really having... We both talk about legacy, right? So creating a body of work that truly is going to be our legacy. That somebody 10 years from now could search on Google and find one of our podcasts or find something on Pinterest or our or YouTube is another great one. I'm not really on YouTube, but those are all great places that your content is going to live for a long long and it's searchable.

ELAINE: I mean, let's think of it like basics, right? Let's say you're planning planning a trip. But for me, every day, I go to Instagram not because I want to buy something, because I want a break. So I want to look at memes and funny cat or dog videos. Literally, that is what I use on social media.

TIFFANY: I love the inspirational quotes. It's silly and cheesey but I love them.

ELAINE: But I don't go for, I'm going to take my credit card out and buy something. So that's what I go to social media for. But for example, my partner and I were planning to go to Banff in Canada to go skiing. We were were searching hotels. We were using Tripadvisor, looking at reviews or Google reviews of hotels to stay at, what to do. We were intentional on the research we wanted to do. So if you think about that, that, vacations and trips, think about that with your consumer and your client. What are they doing to search for you?

I mean, just like -

TIFFANY: Best women of color coach, best entrepreneur branding strategist. What is that for you?

ELAINE: Yeah. Look at WC Business Coach or coach or WOC I'm number one after the ads. I worked on it for the past two years. And another thing, when it comes to SEO blogs or podcasting long form content, the thing the social media has been trendier people want to go to it, it's because it's instant gratification.

Social media companies know that it gives you dopamine hit. The unfortunate thing, I'm just warning all of you with you with content like SEO, podcast, and blogs, it does take a while. But to our benefit, both me and Tiffany, because we're not focused on getting so many clients or consumers, but working with a limited amount, is that our type of clients and consumers want to get to know us. They want to know the quality. They want to know that we are providing them one to one attention, not just knowing their first name, but knowing that they love the color blue and that they have a dog that they were in love with when they were seven, and they think about that dog all the time, to those granular details.

TIFFANY: Yeah, so true. And especially, again, with email, and you hear that, hear that, needs an email list. And so a lot of you listening probably have your email list. Maybe you're doing some of these long-form things, but I really think next year is going to be very pivotal. I can't tell you how many people that I see are either leaving social media completely. That also goes with communities. I took my community off of Facebook, and we are on heartbeat, which is an amazing tool to get off of social media and have a really congruent, and aligned, and engaged community. There's so many reasons for that. And yeah, I don't know. I know my productivity has gone way up now that I don't really use social media much.

ELAINE: Oh, same. Oh, my God. I remember I used to spend an hour to first thing in the morning working on social media stuff. It was just exhausting. I thought we had to. And also, I will be vulnerable and transparent, checking my phone to see how many likes and comments got up got Oh, no. Why am I not getting any likes or comments? Oh, my gosh.

TIFFANY: Releasing that is so freeing.

ELAINE: Yeah. I feel like I'm a high school high when I'm in social in because you're thinking about who likes it, who comments. But anyways.

TIFFANY: It's true. And I have a nine-year-old, and I've been thinking about that. Obviously, she's not on social media, but she wants to be, and she sees... I don't know who these people are letting their nine-year-olds on social media, but they are out there. And I'm just like, for mental health, it's just not good in itself.

ELAINE: A future podcast episode I'm doing is actually with an occupational therapist who works with kids, so she does parent coaching. And we're just talking about screens and how... Because our generation, we weren't born with it. Unfortunately, our kids are. But because of that, what a lot of kids are using, or even adults, is using their screen when they're feeling anxious and then it creates more anxiety.

As opposed to having that conversation, having that difficult conversation with that person, "Hey, Mom, I didn't like that you yelled at me." And then as a parent telling them, "I'm sorry I yelled at you that you shouldn't be close to the stove. I was just really scared that you're going to get hurt next time. I'll tell you to move away so you don't get burnt."



Okay, so fifth tip is the consumer and client is more aware now. Aware selling doesn't work. You know the whole like, whole get it 50% off before midnight. Before shiny object syndrome just doesn't work. People know that the that and glitz doesn't work, and they just want to get to know you if you're going to give them the one to one attention and they are going to get the results or the transformation that they deserve.

TIFFANY: Yeah, yeah, 100%. I think we've all had this shiny object syndrome for years now. There's still people selling in that way, and there's still people buying on some level. But from everybody I've seen and talked to, launches like that are way down because people are being more mindful with what they're engaging in. They see a shiny object, they're able to say, No, I don't need that right now. This now. This is what I need, which is so smart because they're going to search that out and find you. I have people all the time that will come in and be like, Okay, I'm ready. I need a new website. I need a new brand because of this. I don't need to be out there convincing people, convincing need a new brand. And so meeting our people where they're at when they're aware of their problem with air quotes and looking for a solution, that's the best way to meet people because you are serving them from a space of authenticity and from love instead of like, You have to buy this buy this on a sales call sales call convincing people to purchase. It's just not healthy.

ELAINE: Well, before I hit record here, I'm not going to share names once again but I took this course because I did need to learn, which I did learn, upselling this program. I'm like, Okay, if you sign up for a sales call for this program, you get these free things. And I wanted the free things. I'm like, I'm I'm going to schedule a call. Even though I knew that I was not going to going to thing that they're upselling me. So I went ahead and scheduled one then I got the free thing, and then I canceled the call. And then it was so aggressive, so aggressive, Hey, why did you cancel the call? What happened? I wanted the free thing. I had no intention to go on the call. Right.

TIFFANY: And that was good because you were truthful. I mean, think about if they had given the free thing and then invited people on the sales call, maybe people actually would have joined more instead of being under heated pressure.

ELAINE: Yeah, it was such heated pressure. And it's like, if you join now, you'll get X amount and it just doesn't feel good. And I will be transparent. I used to do that because that's what I was taught and then I realized, wait, this feels so icky. I need to not do that anymore.

TIFFANY: That's the thing. So many of us were taught these tactics and strategies and how to persuade people. I don't want to persuade people. That's just so ick. And to be transparent here, I became NLP trained because I saw the need for people to break through blocks. I have so many women who have visibility blocks and different blocks. If you know anything about NLP, it can be used persuasively. It can be used.. And it's just like anything else, right? Money. Money is a tool. It can be used for good or for bad, and it just shows people's true colors. I use it in a way that's very conscious and kind and literally helps people through what's holding them back. There's a lot of people that use it in their sales tactics and

convince people, and then they have buyer's remorse, and then they wonder why they have so many chargebacks. Anyways, we could go on tangents for that for a while probably.

ELAINE: Well, the sixth and final tip is more of your expertise. So do you want to share that, Tiff?

TIFFANY: Yeah, I can jump into that as we wrap up here. So it's all about brand voice and storytelling right? So when we do put content out there, and I think you are already wonderful at this, and I obviously do it too, is instead of what are the selling tactics and what are the shiny objects, it's showing up in a way that's truly using your voice and telling stories and being the right amount of vulnerable and all of those things, which is part of what I teach. But this huge thing that's landed on us in the last few years is AI. There's so many people that are like, Oh, well, now you can create all of your content in a year. Going back to what we were talking about earlier, it's like, are these people really working? Well, maybe they're using AI and they are writing their content in a day. But when you use AI, first of all, it's scraping the Internet for things that already exist. You're technically using other people's language. You could sound just like somebody else, and you're not putting your spin on it. You're not putting your secret sauce on sauce on it, end up sounding like a robot.

That's the other piece is when you do use do because it is a wonderful a and I teach my clients how to use their brand manuals and turn it into content. The thing is it's great for brainstorming and it's great to start, but you need to edit it. You need to put your touch on it. It's not like a tool that should just spit out things for you to use as is.

ELAINE: Yeah, it's not a copy and paste. I've done two courses on AI with a company. Remember, just like you were saying were money is a tool, NLP is a tool, AI is a tool. It could help you save time, just like we use acuity or calendly on our calendar. But it is not you. It is not a human. It doesn't have emotions. It hasn't gone through personal experiences or the storytelling that you could provide. So when you do put a prompt on AI taking that, don't copy and paste it, but then editing it, adding more of your voice and maybe stories you want to share. I'm not saying vulnerable stories. I mean, like the Muay Thai or Thai kick boxing story that I shared earlier, because... You are the brand, just like that I've learned from Tiffany.

TIFFANY: It's really obvious to me when somebody's using AI, whether it's their email or their social media, you can read it and just be like, This was definitely not them writing. It's so formulaic. Yeah, save time, but always put your spin on it. Yeah. It.

ELAINE: Yeah. Anything else you want to add, to add, should we just wrap up and share with people how to follow us?

TIFFANY: Yeah, we could just share. I would just say I would love to continue this conversation and definitely follow both of us because I think going back to the very beginning, there's some hesitancy some what's happening over the next few years. So if we reframe this is like, What are the possibilities? How can I stand out? How can I become a category of one brand? How can I live my legacy? Because we both love to talk about legacy and really stand out from that perspective rather than come at it from a fear

place of like, of social media is going down. What am I going to do? There's so many strategies that those of us who are in it for the long game, I think there's actually a lot of opportunity coming our way, which is pretty awesome.

ELAINE: Yeah. I mean, just like the market and the economy, there needs to be correction, right? I think we're just seeing it in businesses. There needs to be edits or corrections. I'm not saying businesses need to go out and ending their businesses, but I think overall it is good for businesses to realize what they need to work on and edit, how they can be better in supporting their clients their clients one-to-one, how could be more intentional, conscious, trauma-informed in their content that they are creating. So this is all good.

TIFFANY: Yeah. I think that's a really good point, Elaine. And then maybe to wrap up, we can invite everybody listening at least at the time this is recording, but you could do this anytime. We're wrapping up the year. You're probably looking ahead to the next year and doing your goals. So reevaluate how you're showing up, how you're serving people. It's a really great time. Anyways, I could go off on a whole other tangent, but the last thing I will say, and then maybe you can wrap it up Elaine! I actually postponed the launch of my branding program, which was going to be in February, because I realized that I had some of those marketing tactics that I had been using through the past because I was taught this taught this I really wanted to reimagine the way that I did it. I also am including some really amazing AI things in the next round. I won't go into all the all the anyways, when you look at that process, maybe you want to postpone things. Maybe you want to add new things, remove things.

Don't be afraid to take those... It felt really scary. That's my biggest revenue driver. I'm like, I'm going to just not do it until September. That's a big gap. But I knew I can fill in the gap in other ways and still have an amazing service. I think it's an invitation for us to really look deeply, because if we just keep doing the things that we've been doing maybe that's not going to serve us the best.

TIFFANY: Well, putting friend hat on rather than just a guest or co-host here this episode. But we've been Voxering and I remember I shared with you, I went through that two years ago where I paused, and it was really scary. And I'm like, I just don't want to launch the same way. And what was interesting, now that it's two years later, I don't do launches. I get consistent sales calls and clients. I'm making more than what I did the year before. And taking that pause and reflecting now, like 2023 back, not 2020, get it? I realized I got addicted to that adrenaline rush adrenaline rush like a drug, prepping to get this all out and then putting it all out. And it's like a roller coaster because I crashed.

Yeah it was like always on. And it's just really nice that it is steady. Like, I want to be a tortoise, not a hare.

TIFFANY: Yeah, 100%. And I think there's so much comparison that people do of like, of this person got from here to there. But normally, I mean, there's always exceptions to the rule, but the people who come out of nowhere and doing big things, they've been at it for a long time and then it just seems like they came out of nowhere because they have been the tortoise and they've been implementing and they persevere, right?

ELAINE: I know people will always compare to big names, right? Like, I need to do what Oprah is doing, or Tony Robbins. Okay, they're like billionaires. They have resources and a team. And I'm not saying you can't get there, but be mindful of where you're at right now.

TIFFANY: Right. Yeah.

ELAINE: And what you could do with it.

TIFFANY: Yeah. And celebrate, too. We just did a thing with my group of women yesterday of reflecting on the past year. Celebrate what you did accomplish, because so often we only look to the future and what we haven't accomplished, too.

ELAINE: So despite us sharing the scariness of 2024, it's also exciting because you get to not just do a business audit, but a life audit of what do you want and how do you want to show up.

TIFFANY: Exactly. Yeah. And how do you want to be on the daily?

ELAINE: Yeah. So happy New Year.