

S2: E76: How to go from "Expert" to "Authority"

TRANSCRIPT

Hey there, I'm Tiffany, and you are listening to the Your Legacy Brand Podcast. If you're 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 life's work and to support entrepreneurs like you to do the same. 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. I'm here to provide you tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand. Whether your big vision is to be a New York Times bestselling book author, stepping onto the TEDx stage, or simply having a sustainable business and income doing the work you love, my goal is to take you to being seen as the go-to expert in your space. So sit back, relax, and let's jump into today's episode. Hey there, and welcome to Your Legacy Brand Podcast Season 2. I'm super excited to be back with you today. If you are a listener, long-time listener, or if you're brand new to the podcast, I want to personally welcome you, and I'm so grateful for you being here. Now I want to get into a little bit about why I paused the podcast for a little bit, and we'll get there, but first I want to talk about kind of some of the things that I've seen happening in the online space recently, mostly due to what's happening energetically, but also physically in the world. It's a little bit chaotic, I think we can all agree. And so a few things that we're going to cover today is why your legacy, which is Your Legacy Brand is the name of this podcast, is so important. What a brand truly is, from my perspective, because it's not what you're thinking it is, I'm pretty sure, sharing a few stories of how you can go from maybe uninspired, or not sure about your business and brand, or maybe everything's going okay, but it's not the magic that you were hoping to be seeing, or things, you know, maybe what was working at one point isn't working anymore, how you can shift that. And then finally, an exercise to help you do that as well. So what I want to do today to start out is really talking about the podcast, because this is all about you and getting you results. But I want to give you some context to where the podcast was and where we're heading. So previously, you know, I shared all about branding and my perspective and all the things and it was great. And I had a lot of amazing feedback. But like I said, things are shifting for so many people right now, myself included. So my goal for this podcast is to support you to create your own powerful legacy brand in this lifetime. So you can witness the ripple effect of the impact that you're here to create. So this is for people who, you know, this isn't just a side hustle. This isn't a hobby. This is your life's work. You are here to make a big difference. You are here to disrupt your industry. You are here to, as I say, leave a legacy. Now leaving a legacy doesn't mean that you have your name on plaques or you have a statue in your name. It really means that, again, you're creating this massive impact that's going to be here for generations. So maybe you're leaving behind a podcast. Maybe you're leaving behind books. Maybe you're leaving behind the signature work, body of work, really, that's going to make a massive difference in people's lives. And so the reason I took a slight pause at the podcast was I was feeling a little bit limited in my own potential and the leadership and the structure of my own business. You see, I started out as a boutique agency where we create websites and beautiful brands for primarily female

entrepreneurs. We also serve some men as well, but that didn't feel like enough. And so we've opened up into having a thriving community of women business owners and so much more. But regardless of all of that, I realized the way I was doing things wasn't scalable, sustainable, or sellable necessarily. And so I wanted to open myself up to the possibilities to truly scale, to truly have sustainability, which I've done pretty well at, but take it to the next level and continue to grow my wealth, my health, without working harder, but also providing so much more value to people. And I think that's what most of us want as entrepreneurs. And then those of us who maybe are a little bit older, myself, I'm in my 40s at this point, I also was like, you know, I don't even want to work for that much more. Maybe I'll always be a consultant. Maybe I'll be serving people in some way, but there's a chance I want to sell this business. The thing is, if you do not set yourself up to do those things, you're never going to hit those goals. We often build the plane as we're flying it in business. We're like, okay, I'm just going to get this offer. And we create this business that's actually holding us back from our potential instead of setting us up to reach our potential, right? So I decided to take a big leap of my own, kind of scale back a little bit, slow down to speed up, I like to say, adjusting my team, my offers, and really set the stage for my big vision. And you see our big visions often can change because our perception of where we can be may not, we may not think it's possible at first and or we have this massive vision and it feels overwhelming to get there. So a lot of times clients tell me, you know, until they come through the branding process, they're almost scared to act on their dream because it feels so big. So they only do a little piece of it, or they don't actually take the full action that they could be taking. So the reason I wanted to share some of my journey is so you understand that you're not alone if you're feeling some of these things. And probably in future episodes, I'll share more details. But today I want to encourage you to take a moment to check in with yourself. Are you truly leading the business that you dream of? Were you at least on the path to your big vision? If so, great. Keep listening because this next segment will help you supercharge it. Or if you thought, no, you know what, there really is more, I'm craving something different, or there's a big leap that I want to make in my business, I encourage you to take some time to journal today and let that vision of what you truly want out. Maybe you did a vision board, you know, in January. Do you need to revisit it? Because often we limit ourselves and especially based on where the world is at. Our world right now is filled with fear and scarcity. So I want to encourage you to do this exercise without limitations of what externally can be holding you back. Now I also don't want you to be toxically positive and, you know, think that anything could happen. Like I'm going to make a billion dollars in seven days with no foundation, right? But I do want you to think about, have you kind of squelched your dreams a little bit? Okay. Now I do have an exercise for those of you who want a little bit of support creating what I call this legacy vision. And you can find that down in the show notes. It's a simple PDF. You just walk through it step by step. It has an example and it's going to supercharge your vision. I promise you it's not like any other visioning work you've done before. This literally is a quick yet powerful exercise that has changed the trajectory of so many of my clients' lives and businesses in my own. So I've had some clients who think like, I want an eight figure business, do the work and then realize, ah, I don't really want the headache that comes along. And all of the time that comes along with that, I'd be super happy with a seven figure business or \$500,000 business. And I prefer simplicity and freedom. Or maybe some people who realize they wanted to pivot their business completely. Like one of my clients, Amanda, who went from a health coach to a business coach

because she was so successful in health coaching. She realized she wanted to help other health coaches get to their place that they wanted to be. Or like I talked about earlier, maybe you're ready to plan an exit strategy. So you're not working more than five or 10 more years, but you have nothing in place to be able to sell your business. So a few quick stories. This process, along with my brand strategy, is what led to me having a high level multi-six figure business being featured in Forbes and Entrepreneur, having sold out launches as well as tons of personal wins within only two years of launching my own business. My client, Liz Hartke, just let me know that two years ago we helped her rebrand. She had a personal brand, and she was a coach, and she was doing well. She had this massive vision. And so we rebranded her as the Luminary Leadership Company. And she still has a personal brand for thought leadership and speaking, but she really wanted to elevate herself. And her mentor, and well, actually, she had never met him before. So it was a mentor from afar. She was an admirer, I guess we could say, of John Maxwell. It was always her dream to meet him and work with him. Guess what? As of last week, they are meeting to form a partnership. I'm not kidding you. So she went from burnt out and not sure what she wanted to do with her work, did this visioning work, and then I helped her develop the brand to go along with it. Magic happened. Also my client, Selena Su, she was living in New York City, feeling burnt out, left a toxic relationship, not sure what she was going to do, did the vision work. She ended up moving to Puerto Rico. I helped her completely rebrand. Now she's living the life of her dreams and the life that she imagined. So what is that vision for you? Again, if you'd like support, go down to the show notes, download that quick PDF, and I'll guide you through it. Now what I want to talk about next is high level, before we go into my final step for today, which is adding on to that big vision a little bit with a few more tips and tricks that can help you get to your magical vision. I want to take a little detour because this is the Your Legacy Brand podcast. And as I mentioned, we're on season two. I'm going to go deeper. I'm going to go more raw, and I'm going to share my tried and true methods, my thoughts on what's working and what's not working, the bullshit that I see online. I'm just pulling out on stops here, right? I'm ready to be my authentic selves, and I want to talk to you a little bit about that too. I've pulled layers off the onion since I left corporate, and every time, I get a little bit deeper into the core of who I am and myself. And you'll hear me say over and over again that branding is a spiritual process. We often have identity crises during our journey. So one identity crisis was me having children. Okay, and now I'm a mom. What does that mean? Another one, I left corporate. Okay, now that is no longer who I am. I'm now an entrepreneur. What does that mean? I felt like I had to start all over again, right? And we all have these kind of masks that we wear, and we need to pull them off and reveal who we are truly at the core. And so a big part of the branding process is to do just that. And the other thing is that so often, we believe that our brand is the logos, colors, fonts, and the visual aesthetics. And yes, that is part of a brand. But really, what I want you to start thinking about is your brand as an ecosystem, right? So your brand is the umbrella that everything else in your business is underneath. So your offers, your marketing, yes, your visuals, your social media, your website, your visibility strategy, how you speak about the business, your messaging, the who, what, why, how, the positioning, the mindset. With the positioning, the thing is, is that you're building a brand whether you realize it or not. Maybe you've invested in a pretty website, maybe you've invested in a logo, maybe you really haven't. No matter what you've done or not done, the way people perceive you is how you're showing up and that is your brand. It all trickles down to affect your results. So if your marketing is not

producing results, ultimately, it's because you haven't created your brand foundation, and ultimately, the foundation for your legacy, right? So I wanted to make sure that you understood that a brand is so much more than we typically understand or believe, and that is the context that I will be sharing from moving forward in this podcast. So stay tuned. I have so much more magic to come, such as, you know, if you want your brand to be scalable, sustainable, and sellable, how to create an exit strategy with your brand, how to create a brand ecosystem, how to create your legacy. All of those things are what we're going to be discussing here. Now, the last thing that I want to talk about today in that ecosystem is the energetics of your brand, and this is what I believe that no other brand experts are really talking about on a deep level because, you know, I said if you don't have the brand foundation, your marketing won't work, if you don't have the right messaging, it's not going to work, or you'll attract the wrong people. Now, the added thing is, if you don't have the core energetics that will also attract the people, your perfect ideal clients, it's going to feel... like you're slogging through life and business, right? So the last thing I wanna teach you today or let you go with is around these energetics. And I'll be talking about this so much more because I've realized more and more and with all of the clients that I've served, the stories I told you today, but so many more, the mindset shifts and the energetics are such a key. Now, if you've been an entrepreneur for any length of time, you've probably done a lot of mindset work. I get that. We kind of have to as entrepreneurs. It's a rite of passage and it's amazing, but it's a different type of process when it's feeding into your brand and your visibility and how you're showing up. So the step I wanna share with you today cause I could talk about this for hours is expectation. Expecting the magical to happen. When you can infuse your brand with the energetics of expectations and you believe that your vision is possible, that will allow you to actually begin making room for that big vision to occur. So an analogy here is Trader Joe's versus Costco, right? Hopefully you've been shopping at both of those. If you have not, you'll still get the analogy. So I remember taking my daughter, well, she still loves to go, but she doesn't push the little cart anymore. So if you've gone to Trader Joe's, you know those cute little kid carts that they can push around and it's so fun cause they think, oh my gosh, I'm so big. I have my own little cart and they try to sneak other stuff that you don't wanna buy in there and it's adorable, right? And then we have Costco carts, which are massive because Costco sells in bulk. What I want you to think about is going in with a big cart. The big-ass Costco cart, expecting your big vision to unfold, focusing on mastery in miracles in your brand. That, my friends, is what shifts the atmosphere, shifts the energetics in your brand. And as women, we may have been told or taught not to expect too much, not to want too much, make sure that you're polite. There's people starving in other countries, which is true, right? And I am such an empath and have such a big heart that I lived by that for a very long time until I realized that if I want to leave a legacy, if I want to make an impact and live the life ultimately that I want to live, having money is just a part of the process. And the more money we can put into the pockets of women like you and I, women who are on fire, women who want to make a difference, women who are high achievers and not afraid to take big steps, that's what's going to make a difference in this world right now. So we need to shift from letting all of these energetics of fear and scarcity that is occurring in the world right now. We need to just let those flow over us. We may feel them from time to time. I do all the time. Believe me, ebb and flow, it's gonna happen. But we need to step into our power, right? So the question then is how do we get there, right? So we talked about that a little bit earlier, which is writing out your vision because with a

legacy brand, we look three, five, 10 years out into the future and we reverse engineer your brand and business so you can evolve and really grow your way into it. The problem with most brand experts or most brand processes is that they brand you for where you're at now or people, if you're doing it DIY, you brand for where you're at now and then you're constantly reinventing the wheel. So with a legacy brand process, it's set up with the expectation that you will grow, you will evolve and your brand will grow with you. So make sure that you do that visioning work. Next up is visualize. Most of you listening are probably like, I already know this, Tiffany, I know that visualizing is important. So I'm not gonna say too much more, but I just want to remind you that when you have that vision in place, actually sitting with it and getting into the energy of that vision is a huge part of the process and having the expectation and the belief that it's going to happen no matter what, maybe it won't happen exactly how you plan it, maybe it won't happen exactly with rainbows and butterflies the whole time, there will be ups and downs, but if you have that positive expectation, it will happen. That energy bleeds into your brand and people can feel it. I say this from experience. And then the last thing is speaking magic into your future, into your life. When we say Agrabah, Kadabrah as kids, and we run around with our fake wands, turning our brothers into frogs as I used to do, that word in Hebrew actually means making things turn to reality with our words, right? It's actually an amazing word. And so a few that I love to say that I would love to serve you with today is on those moments when you feel like you've taken a setback or you're not sure what direction to go, you can say, I am turning my setback into a comeback and have that be your mantra. Or I believe my business is going to exceed all of my expectations. And speaking that feeling of expectation over your business. And the last is sometimes for ourselves, we often forget how magical we truly are as humans and how much we have to give to each other. So one of my favorite sayings is, I am a miracle in motion, which is such a beautiful reminder that our body, our earth suit is a miracle. This experience on being on earth is a miracle. And despite all of the so-called fear and not magical things that are happening in the world, when we can focus on the positive, we're bringing more of that into our business, into our life and into the world. So I hope this has been a powerful sharing for you today. Thank you so much for being here. I'm super excited to dive back into the podcast deeper than ever with you. One of the other things I wanted to mention before we finish up here today is that I am going to do something I have not done before. And once a month, I'm going to give away a brand audit, which is worth 997 to come on to Zoom with me and really look over your brand ecosystem. So what we talked about earlier, your marketing, your website, your visuals, your messaging, your positioning, maybe even your energetics. I will go ahead and review that from an expert standpoint and give you some amazing feedback and kind of stepping stones to get to your ultimate vision. So if that sounds like something you'd like to take part in, go ahead and go down to the show notes and there will be an email there, support at yourlegacybrand.com, which you can email using the subject line, brand audit. And we'll get back with you to schedule that. Now, if I get too many requests, it may be a while before we get to you, but I'm happy to do that. And we will feature you not only in the podcast, but also in emails. So I'm really excited to be offering that as a service and just showing your magic and some of my strategy to our audience. Also to wrap up today, I want to let you know about a new offer, which is a VIP day with me. So typically we're getting close to summer. Typically during summer, I take a sabbatical and just spend way more time with my family. And I've been so grateful to build a business where I'm able to do that. But I have to admit as a high achiever and

person who loves her business, I've gotten a little bit bored last summer. And so I thought, how could I still serve clients, make some extra cash and, you know, hang out at the same time and make a difference, which turned into VIP days. Cause I love being in person with people and making huge shifts in their business. So we can do that in person or virtual, and we can look at anything in your business. Maybe you need to refine your offers. Maybe you need to refine your marketing and messaging. Maybe you need to work on your energetics and have some mindset breakthroughs. We can create a VIP day that's specific to your needs and ensure that everything comes to fruition as you want it to. So that big vision will happen just like it did for myself, Liz, Selena, and so many of my clients. I want that for you too. So that's a quick way that we can make massive waves in your business without doing a ton of heavy lifting. So if you'd like to take me up on that, we have six spots available this summer. Just go ahead down to the show notes and you can book a call with me to get on my calendar to discuss your needs. And we can craft a signature VIP day to create your brand ecosystem. All right, that's it for today. Stay tuned. We are going to have so much more around how to build your legacy brand. Also, as I mentioned earlier, many of us are really wanting a scalable, sustainable, and sellable brand. If you've ever thought that you're in a place where you can't scale or your business isn't sustainable or someday you want to sell your business and get it prepared for that, that's what we're gonna be talking about next. So stay tuned to the Your Legacy Brand Podcast and we'll talk to you soon. Thank you so much for joining me on today's episode of the Your Legacy Brand Podcast. I'm so grateful that you took the time to hit play and listen to the show. If you loved this episode, please provide a rating or review and I will be forever grateful. My favorite place to hang out these days is LinkedIn, so hop on over and let's connect. Or if you prefer Instagram, follow me at Tiffany Neuman Creative. I'd love to get to know you and hear your feedback on what topics really resonate and what you'd like to hear more of in the future. You can always find links and resources shared on this show and more about how to create your legacy brand by going to yourlegacybrand.com. Remember that what you leave behind is not what's engraved into stone monuments, but what is woven into the lives and hearts of others. What are you doing today to pour into others and to leave your legacy?