

Transcript:

Your Legacy Brand Podcast Episode 77: The Secret to Landing Coveted Speaking Opportunities

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 best-selling 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, we are diving right in today, talking all about how to position yourself as a category of one so you can not only survive during this season that we're having right now, but thrive. Now, I don't really have to be the first to say that a lot of people are experiencing slowdowns in their business. I've had a lot of colleagues, clients coming to me and saying, hey, it's feeling a little bit slower, the economy has slowed down, at the time I'm recording this, an election is coming up soon, and things are feeling a little bit iffy. However, not only has my business continued to serve myself and my family and my community, a lot of my clients have too, and that's what I want for you. Now maybe you are thriving, awesome. How do we supercharge that? How do we make sure that you not only make it through this period of time, but come out on the other side far in advance of where you were when you started, and making more income, making more impact and influence in the world, because the world needs it more than ever right now, I'm sure we can agree. So before I go into the training of how you're going to create that category of one brand, I want to quickly talk about the retreat that I just had. So I just got back from hosting a retreat in Florida with some of the women in my Legacy Lounge Collective community, which is a community where we network, we have high level mastermind discussions, and it's affordable because I personally was tired of spending like 30K to attend masterminds and make amazing relationships. So if you want a community that is affordable, yet with high level women, you can message me on Instagram and we can talk more about that. But that's not the point of this podcast today. What I want to talk about is speaking. So the whole point of the retreat that I just hosted was having these women who have already gone through my foundational branding process, craft their signature story, and practice sharing it from stage. They all walked away with a shiny new speaker reel, and we had so much fun soaking up the sun by the pool. And why I want to talk about speaking on stage is this is what's going to, along with what we're going into next about creating a category of one brand, once you have the category of one brand, speaking on stage will help make your message a movement. That is one of my taglines, I will help make your message a movement. And this is what so many entrepreneurs that I work with have in their vision, whether it's a TEDx talk, or selling from stage, maybe even just speaking on a podcast, because it's one of the best ways to impact a lot of people at one time. And especially as social media has gotten so ridiculously noisy, speaking allows you to share with a

captive audience, be seen as a trusted authority, and make sales easily and much more effortlessly. Of course, there's effort in crafting the story, practicing learning stage presence, but not nearly as much as just kind of spraying and praying online. So don't get me wrong, email, social media marketing are also important. But there's something about the art of speaking that I've fallen in love with the ease of it. So if you're sitting here thinking, to one of two things, Tiffany, there's no way you'll ever see me up on stage or Tiffany, I'm already speaking on stage. Stay with me, because either way, this is going to supercharge your speaking efforts. And if you haven't been speaking yet, I'm going to talk to you about the steps that you can take to feel confident speaking on stage, because there's visibility involved. There's credibility involved. But there's also the clarity that's needed. And a lot of people come to me and they are like, I would love to speak on stage, but I don't even know what I'm going to talk about. I don't know how to craft that. So we're going to go through a lot of that process today. And the thing is, if you maybe you're saying I really don't ever want to be on stage, you can harness this on virtual stages, right? So you can be podcasting, guest experts in a lot in other communities, which I'm sure a lot of you are already doing. So depending on how that is, speaking on stage will quantum leap you to thought leadership status or that category of one status like I was talking about. So what's your vision? I want to just let you pause for a moment and think about this. Is it a TEDx stage? Speaking at your favorite conference? Maybe it's an intimate retreat full of perfect fit clients. So if you're not sure, I invite you to listen to the previous episode here on your legacy brand podcast. And I walked through a powerful visioning process and technique and shared some awesome case studies of a few of my clients who reached their moonshot goals after we worked on developing their legacy brand and positioning them as a category of one. Now I bring up all of this around speaking because I see a few big mistakes that business owners tend to make as they attempt to land speaking gigs. And often, this is exactly when clients come to me saying, help, you know, I need to look legit. The truth is, to get those speaking gigs, you need to walk the walk, talk the talk, look the part of a go-to expert, right? And you can get away with a subpar brand when you're simply selling to consumers. A lot of people say, oh, you can totally not have a website. You can, you know, not have branded photo shoots. You can not really have your message clear. That's true. You can absolutely build a business that way. But when you're ready to become that category of one, be seen as a thought leader and speak from stage, you really need to look and sound legit. Also, when you're on sales calls, people are more timid in purchasing these days. So I'm not talking about being super polished to the point where, you know, people aren't sure they can trust us. I'm talking about having the credibility and having things pulled together so they can tell that you've put a ton of effort into your brand. You know what you're doing, and you are the expert that you say you are. Because again, when it comes to speaking on relevant stages, attracting the attention of publishers, maybe you want to write a book, maybe you're not a speaker, you're an author. You need to, again, look, sound, and feel the part. The truth is, of course, like I tell my daughter, you know, the saying, don't judge a book by its cover, but people making decisions of who's speaking on their stages, which books to publish, who they're going to trust to invest in helping them build their business. You know, the thing is, these people get a ton of pitches. So think about, you know, I was featured on Entrepreneur Magazine. They get pitched thousands of times a day. Publishers are always getting pitched new book ideas. Think about your ideal clients. Technically, they're getting pitched on social media every minute with all these shiny objects, right? So the thing is, as an

expert myself who's been there, done that, and helped hundreds of entrepreneurs with their brands, I feel like it's my duty to share these gaps I see so you can make the upgrades and adjustments needed to get those sought-after opportunities to up-level your credibility, to be seen as a category of one, the go-to expert. So what I want to talk about today is what I call the five C's. We're going to break this down. So the first thing is a cohesive ecosystem. Your brand, you may have heard me say this before, is not just visuals and a pretty website, right? You can put lipstick on a pig and have a beautiful brand, but what's underneath the hood? So I like to use this iceberg analogy where the visuals are on top of the iceberg, you know, the part above the water. Underneath is your values, your vision, your ecosystem of all of your offers, your messaging, knowing how to position yourself as that expert. So there's so many pieces that most entrepreneurs aren't thinking about as their brand. Technically, your entire marketing strategy, how, who, what, and why, all are under the umbrella of this cohesive ecosystem. So if you think about the thought leaders that you really look up to, one of the magical things that they've nailed is everything is cohesive. When you see them online, when you go to their website, when you hear their offers, everything is positioned with intention and it all fits together. So our brains, because we have such scattered brains these days, can make easy sense of what they do, why they do it, how they do it, who they work with, and they magnetically attract their ideal audience, right? So that's the first thing that I want you to think about today is having a cohesive ecosystem. That is one of the mistakes that I see entrepreneurs making is we tend to build the plane while we're flying it, right? We pull together random graphics, we have our VAs pull together random things, we make up our messaging as we go for various offers, and before you know it, you end up with what I call a Frankensteined brand and it's disjointed. So you want to make sure that you bring that all in under one umbrella to create that cohesive ecosystem. Now part of that is step number two, which is the problem I see very, very often with people is not having a coherent message. So especially I see this with multi-passionate entrepreneurs who maybe have gone in various directions over the course of their business, so it's confusing to their audience exactly who they're serving or what they're offering. And when you don't have a clear message, that's going to fall flat online, right? So especially in social media, you know, if you are say a health coach and you're putting out how-to of all these different health things, but so is a lot of others, maybe there's hundreds of other health coaches that are teaching the same thing, I'm just going to make something up here. So say you're talking about, you know, gut issues, but then the next week you're talking about mindset, and then the next week you're talking about this, because as an expert, you know all of these things, awesome. But the thing is, if your message isn't coherent, so you can tie them all together back to your cohesive ecosystem, people aren't going to resonate and know why they should work with you specifically as an expert. So you really need a messaging framework, what I call a brand manual, which is one of the ways that I work with clients is creating a structured, excuse me, by the way, if you're listening to me and this is your first time, I do not edit my podcast because I'm all about being real and authentic. So if you hear me fumbling, that is on purpose, and that's just who I am. So let's keep going. So basically, with your messaging, if you don't have your cohesive message structured in a way that makes sense to you that can be applied, how are you also going to scale your business? So a lot of my clients, when they reach that, you know, multiple six, seven figure mark, they no longer have the capacity to write their own copy. So you need a structure so you can hand it off to a VA, an amazing copywriter, Facebook ad strategist, right? People

don't understand the importance of really having clarity in their message so they don't have to do the work anymore. So that's number two, really making sure you have a coherent message. And then the third piece, again, this all kind of goes back to the umbrella of the cohesive ecosystem. But the third is consistent visual brand, OK? So again, very similar, like I was saying, in the cohesive ecosystem, but this is a portion of it, oftentimes, this is extremely often with so many of my clients, they'll almost make a separate brand for every offer they're doing, or every photo shoot they do, they change their brand, or I need a logo for this, and then, oh, I need it for that. Or they work with different designers, or they've worked with a brand strategist, it didn't really feel like them, so they tried it again. And again, you end up with a Frankenstein brand. So as much as the messaging is important, yes, so are the visuals. And this is the piece that people typically think of when they think of a brand, right? And it is the first impression that most consumers will get with you is your visuals. So I go as deep as to what are you wearing when you show up? Now, mind you, it's not like you can't show up with your messy bun and your sports outfits on and be authentic in your daily life, absolutely. But when you have your branded photo shoots, which is one of my favorite things to do is creative direct photo shoots, what are you wearing? How does that tie in? Then does that resonate with the logos? Do you have that cohesive ecosystem in your framework and your offers? So when I'm looking at it, I'm looking at an ecosystem where every offer has similar naming conventions. similar logos, visual aesthetics, and then it all ties together. So again, when somebody jumps from your Instagram post or your LinkedIn post to a landing page to the website, they meet you on a sales call, they get into your course, they go through the course, they're in your community, everything is aligned, right? And when everything is aligned, they tend to trust you more, feel safer, and feel like they're working with a legitimate expert. So again, number three is having that consistent visual brand. Now next up, this is super important that I bring up again and again because I don't think most brand experts talk about this, is congruent energy. So this doesn't mean you have to be on every day and you can't have bad days because we are all human, and believe me, I have my ebbs and flows just like we all do, and every colleague and mentor I've talked to goes through the same thing, right? We all have those ups and downs, but the thing that I want to talk about is you can actually infuse your energy into your brand, and it is how you show up. And even if you're having a bad day and you're sharing vulnerably, that has a specific energy to it as well, how you're showing up on workshops, how you're showing up on stage, how you're doing everything you're doing. And so that's where I want you to think about what is the energy that you're putting into your brand? How are you consistently showing up? Is your energy affecting that? And 99% of the time, yes. Now that doesn't mean that if there's a day you're off and you're in your bed under the covers all day, that's going to like ruin your brand, no, but how often are you coming back around? You do have the tools to get out of that pity party quickly and get back engaged and excited about your brand and business. That's the number one thing that I see a lot of times when clients are coming is that they've kind of hit a slump or a plateau, or they realize they need to pivot. They're no longer loving what they do anymore. So there's so many reasons why we might kind of get in a lull, but rebranding is one of the best ways to get reengaged and excited about our brand and business again. So I want you to think about that today. Are you showing up with congruent energy? And if it's off, what can you do? What steps can you take to fix it? That may be taking a full three days off and giving yourself a mini retreat to really go deep and realize what is off and why it's off. That may be, you know, working with

someone like myself or a mindset guru to get guided through the process to find out what's off and how to solve it. And then last but not least, our fifth C today to become a category of one brand is the ultimate thing you need to be thinking about, which so many of my clients or prospective clients understand is important, but they don't know how to get there, is credibility. How are you consistently creating credibility in your brand? This is sharing client results. It's sharing your thought leadership content. It is speaking from stage. And I think a lot of us get burnt out at some point. So I want you to think about how you can create simplicity in your credibility. This is a system where you're consistently getting publicity. You're consistently being featured. You're consistently showing client results with ease without it being like, oh my gosh, what am I going to post today? What am I going to post tomorrow? You know, how am I going to get featured? So once you have a structure in place, what I like to call a thought leadership ecosystem for credibility, that makes a massive difference also. So I'm not going to go deep into this subject right now because this is already getting to be a fairly long podcast episode, and I like to keep them somewhat short and sweet to be mindful of your time. But the first thing I want you to think about with this credibility is, do you have testimonials on repeat? The first thing that you can do is put in a process in your offboarding to capture testimonials. So every time I work with a client, we end, I have a celebration call with them. I celebrate that we launched their website or I celebrate that we, you know, created their signature story, whatever that is. And then I ask them point blank, hey, I love a testimonial. I want to feature you on my website. I want to feature you on my social media. And 99% of the time people are ecstatic because it's a win-win. Not only do I get the credibility of their testimonial, which of course they're always happy, or they are also being featured on my platforms. So it can always lead back to their website and their work. So first thing first, make sure you have a specific offboarding process to capture those so you don't even have to think about it. Number two is to have a system so you are consistently getting featured. This includes making sure that you're networking, which is why I have my Legacy Lounge Collective to provide a space for women to show up as experts in their fields and present to each other. They all end up working together. It's really beautiful. So make sure you're in other communities showing up so people are asking you, hey, can you be in my podcast? Hey, can you come to my event and speak on my stage? That is so much easier than you trying to go out there and pitching yourself. Now if you want to go to the next level, having your pitches ready and having a VA or a team member who can pitch for you is always a great idea as well. So I teach clients how to do that as well. But just think about having your ecosystem not just be promoting and going out there, but how can you consistently network and be featured as well. So there's so much more I could share with you, which we'll do in future episodes, but I hope that was useful. I know you found some value. Maybe you had some amazing aha moments. I would love to hear what those are. You can hit me up at Tiffany Newman Creative on Instagram or connect with me. My favorite place to hang out recently is LinkedIn. And if you need help pulling together all or some of these areas to become your category of one in your specific space, whether you're a health coach, a course creator, a brand strategist like me, it's funny how many brand strategists come to me and say, I need your help because I can't see the label from inside the bottle, as I like to say. Maybe you are some other type of coach, maybe you're a service provider, a VA, whatever that is for you. If you want to stand out as the expert in your space, again, let's recap quickly. You need a cohesive ecosystem, a coherent message, a consistent visual brand, congruent energy, and intense

credibility. All of those things together are going to allow people to see you as the expert. So I would love to help you with this. If you're like, oh my gosh, Tiffany, yes, I have this Frankenstein brand you're talking about or I'm behind the scenes, nobody knows about me and I need to be seen as that expert. The good news is summer is coming and I typically take the full summer off as a sabbatical. I have the past few years, but this summer I've actually been a little bit bored because I love what I do and I'm a high achiever. So what I've done is open up my calendar for some VIP days. So you can either fly in to work with me, which some of my clients do, we have a photo shoot or we get clarity on their category of one brand, or we can do it virtually. So if that sounds like something you're like, yes, I just want to dive in, get clarity and be done with it and move on my merry way and increase my income impact and influence, go ahead and you can book a call in the show notes or I have a quick page that shows what those VIP days look like. A few examples of how they worked with specific clients and you can find out more there. Can't wait to see you at the next episode where we're going to talk about the concept of the 10x is easier than 2x book. So if you love that book or the concept of going 10x easier and more effortlessly, like we've already kind of talked about on a level here today, but we're going to go deeper next week. Make sure you join me back here, get the next episode and we'll see you then. 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 Newman 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?