



Turn Uncertainty Into Opportunity

CREATED BY

YOUR  LEGACY
brand



LEARN HOW YOU CAN SHAPE YOUR
SUCCESS IN UNEXPECTED WAYS.

WHAT'S NEXT?

Since 2020 there have been changes in the world that we knew were coming and changes we never imagined. This guide was created to provide insight on what strategies to adopt and what needs to be left behind, now, in order to thrive in our new normal.

Overview

Many of the tried and true ways of doing business and marketing of the past are no longer relevant as our lives and the business landscape have shifted over the past few years.

It's where we were already heading, and the pace has simply been accelerated.

STATISTICS

582 MILLION ENTREPRENEURS WORLDWIDE		
5.4M NEW BUSINESSES IN THE US	42% WOMEN OWNED	25% THRIVE
		75% FAIL

These are the statistics as of Jan. 2022. The future is entirely unknown...



People are online more than ever and it's become even more important to stand out amongst the online noise.

Not simply standing out visually, but standing out as an expert in your niche and adapting to new methods.

The following six shifts are essential for long-term growth and success as the online space continues to evolve.

What is shared in the following pages are not random theories, but evergreen tactics that are backed by years of experience and successful trend predictions.

In the following pages, you will:

Understand how you can be the most forward-thinking expert in your niche and 100% confident in your brand presence, so you can not only survive but truly thrive.

Think about your current business and marketing models and where you need to adapt or evolve.

Discover how to build a sustainable business through the concept of Legacy Branding™.

And, ultimately, how to turn any of your uncertainty into OPPORTUNITY!

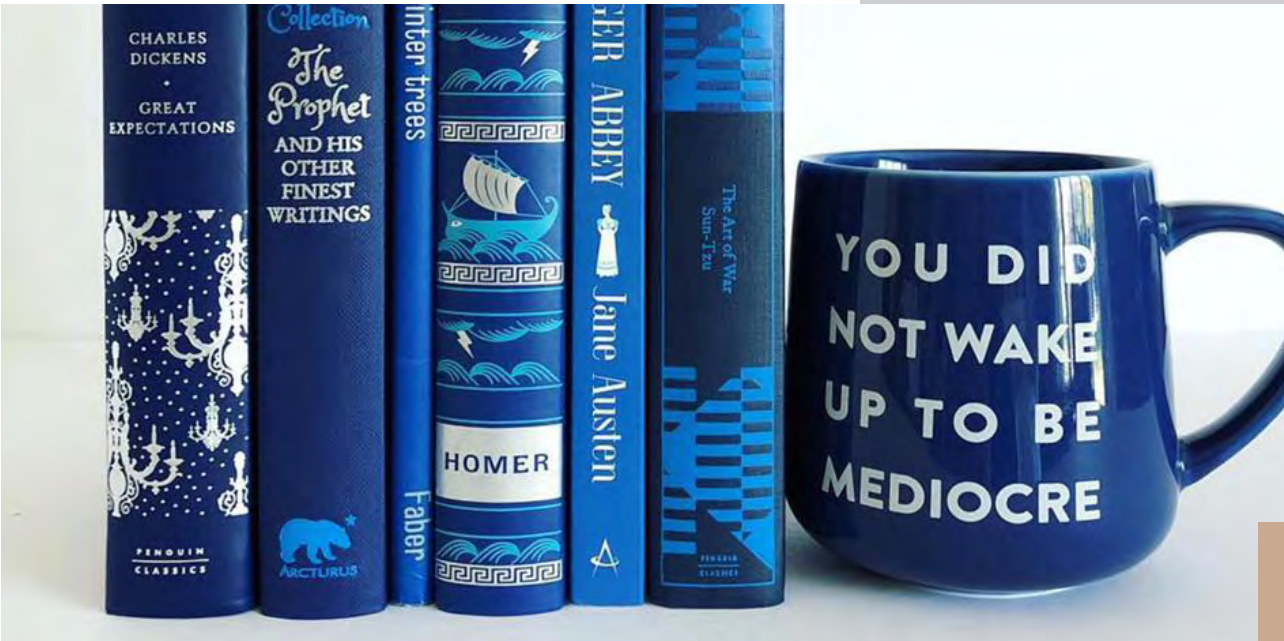
Heraclitus, a Greek philosopher, once said, “The only thing that is constant is change.” The quote comes up frequently in the business world and is a reminder that how one reacts to constant change can lead to success — or challenges.

Staying competitive in today’s online business world poses a constant demand on an entrepreneur’s skill and will to adapt to change.

INTRODUCTION



CHANGE BEFORE YOU HAVE TO. - JACK WELCH



The pandemic came out of nowhere and while many businesses were hit hard, the ones that adapted quickly to the new reality are still moving forward.

The world is changing quickly. As business owners, we have to adapt. The faster we learn to implement as opposed to just absorbing information, the easier it will be to keep up.

This report untangles the confusion of possibilities, to help you focus on what you need to do right now, and it assumes that you’ll take action on what’s in its pages.

Take a few minutes now to not only read, but PLAN and ACT.

Learning how to adapt to change now will make your business sustainable in the long run.

Before diving in, I urge you to commit to adopting a mindset of change and surrender to the inevitable path that is unfolding before us.



LIFE IS NOT ABOUT FINDING YOURSELF,
IT'S ABOUT CREATING YOURSELF. -GEORGE BERNARD SHAW

The 6 Shifts

THAT ENTREPRENEURS NEED TO MAKE TO ACHIEVE SUCCESS
IN THE NEW NORMAL...

SHIFT ONE: SLOW DOWN TO SPEED UP

We live in a world where we are being bombarded from all directions with different marketing channels and strategies.

Focusing on a strong, strategic foundation in your brand and business is what will allow you to stand the test of time and continue to evolve and grow, despite the circumstances of the world.

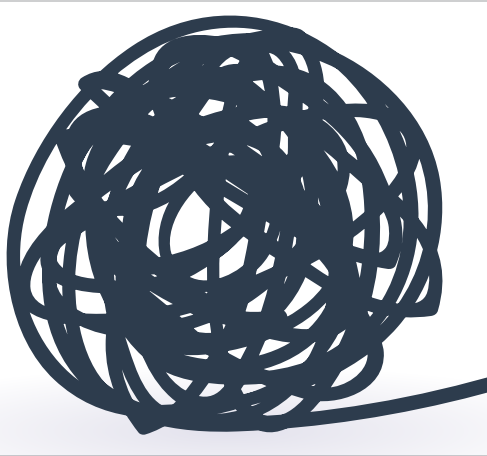
Focusing on what you want to create in the next 3, 5 and 10 years, and then reverse engineering from that place will ensure you are creating a brand that becomes the container for where you want to be. So you can grow and evolve naturally into your vision.

The alternative is branding and building for where you are now, which means you will have to keep “reinventing the wheel” every 2 or so years, which will cost you both time and money in the long run.

During these uncertain times, investing in yourself and your business is one investment that *can* guarantee and ROI. You cannot lose when you invest in your own growth!

Slow down to speed up and build a rock solid foundation that lasts. And remember that millionaires are often created during down times, this is your opportunity!

YOU CANNOT STAND THE TEST OF TIME WITHOUT A STRONG FOUNDATION. -TIFFANY NEUMAN



FOUNDATION AND FUTURE

Are you focused on your long term vision and creating stability?

SHIFT TWO: VALUE AND RESULTS

Brand equity is built through image, identity, awareness, association and customer perception.

It's basically the tangible and intangible worth of a brand. The price you can charge for your offer is a direct measure of the equity it holds in the eyes of the potential client.

With the rise of the online entrepreneur, brand equity has often been "artificial". Savvy marketers who focus on image and identity have positioned themselves well in their market and not always backed up their claims.

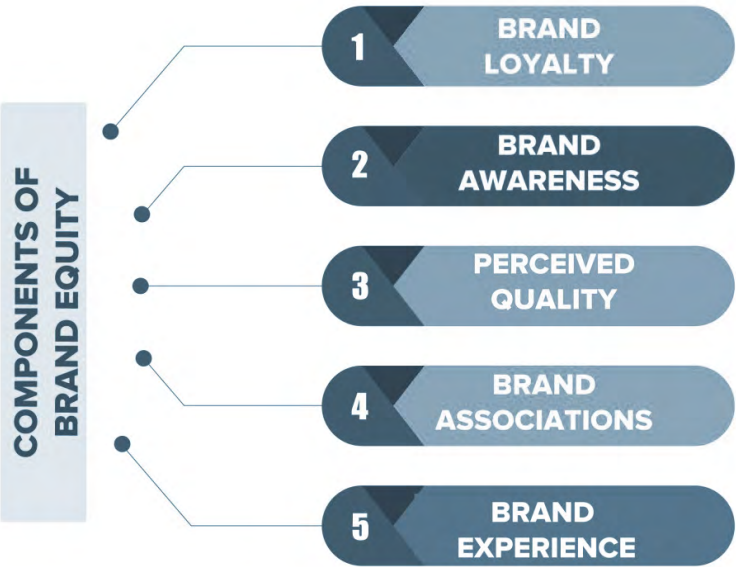
Results matter. The shift here is that *the cream will rise faster* than ever before and those who do not have an amazing brand experi-

ence will be sifted. High touch, customized experiences will stand out against ads with claims that an aware audience is skeptical of (even if it's amazing).

Brand loyalty comes with time and as things move quicker than ever before, you need to build that loyalty with integrity and being genuine.

This may seem obvious yet it is more important than ever, as many people are jaded from past experiences with coaches or providers that over promised and under delivered.

Paying attention to your customer journey, the results customers are getting and overall value you bring to the table will be more important then ever as we move forward.



BRAND EQUITY

Is your customer journey on point and do you have a grasp on your brand equity?

EXCUSES ARE USELESS, RESULTS ARE PRICELESS. - UNKNOWN

SHIFT THREE: THOUGHT LEADERSHIP

We live in a world where we are being bombarded from all directions with different marketing channels and strategies. It's not easy for prospects to know who to trust.

Think of the people you admire and look up to in the on-line space. Most likely they have strategically worked to achieve a thought leader status.

Thought leaders are the informed opinion leaders and the go-to people in their field of expertise.

They are trusted sources who move and inspire people with innovative ideas. They turn ideas into reality, and know and show how to replicate their success.

Over time, they create a dedicated group of friends, fans and followers to help them replicate and scale their ideas into sustainable change not just in their

business, but across an entire industry or niche.

It's is not about being known, it's about being known for making a difference.

Thought leadership takes time, knowledge and expertise, commitment and a willingness to challenge the way things have always been done.

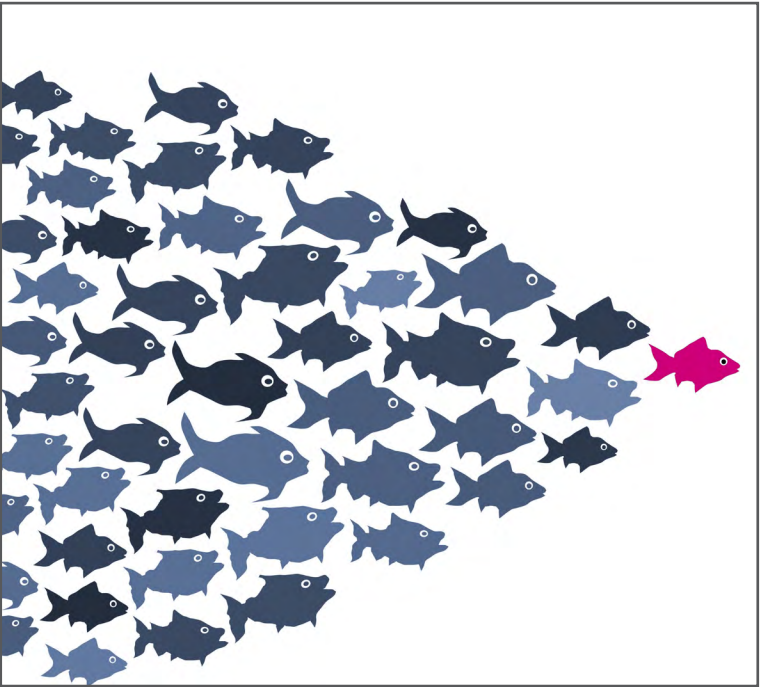
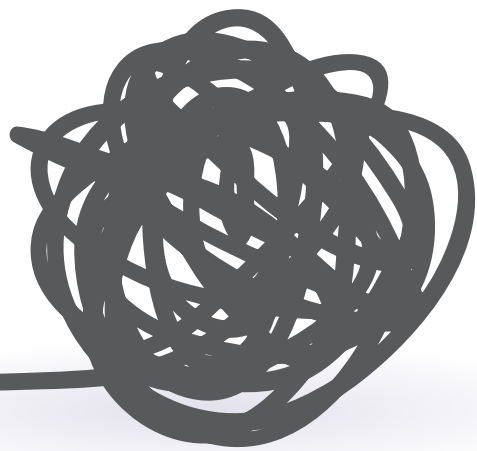
With things shifting so quickly, the benefits of working towards thought leadership far outweigh the challenges.

If we revisit Brand Equity, from shift #2, thought leadership ensures long term equity.

Positioning yourself as a recognized thought leader allows for the power to persuade and the authority to have a constant flow of loyal fans.

A VISIONARY IS A LEADER OF EXCELLENCE WHO SEES WHAT OTHERS DO NOT SEE, WHO ACHIEVES FOR NOW AND PLANS FOR THE FUTURE, WHO POSITIVELY IMPACTS DIFFERENT GENERATIONS AND RAISES UP OTHER VISIONARIES.

-ONYI ANYADO



BE A VISIONARY

Are you building your brand consciously or unconsciously? Are you striving to make a difference and be a leader?

SHIFT FOUR: REVERSE NICHING

If you’ve ever been to a business class or seminar, you’ve heard this many times – “you must find your niche!”

Specificity is highly important to your business.

However, there is such a thing as too specific, or too niche.

You may be of interest and service to one person or group, or focused on one offer, but it might not be enough to earn you a living or for long term sustainability.

The shift I believe we will see is what I am calling “reverse niching”.

For example a client of mine is a marketing expert and his niche was challenges. He focused solely on helping business owners run amazing online challenges and helped them grow their businesses in doing so. He got known for doing one thing really well.

However over time he realized the disadvantages of niching down to such a targeted offer.

The smaller market can make it difficult to enjoy a larger profit in the long-run.

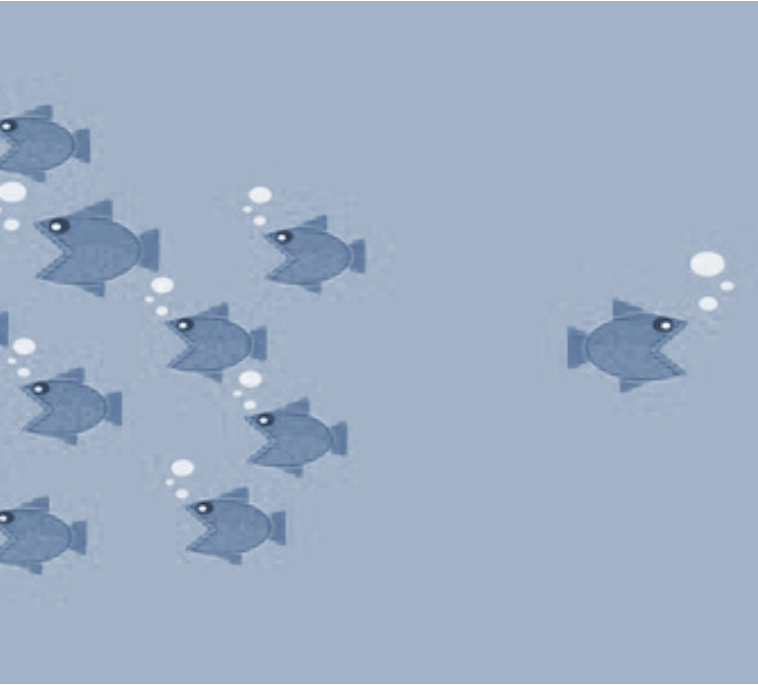
There is limited growth because there is a smaller group of customers to buy products and the customer journey is short.

We helped to reposition him and pivot into a broader market base, while still keeping his raving fans.

When evaluating your niche, it’s important to think long term and prepare to shift as time goes on.

To keep or build your thought-leadership, plan ahead and focus on your Legacy work so you can easily pivot without losing your customer loyalty.

“MARKETING IS NOT SELLING. MARKETING IS BUILDING A BRAND IN THE MIND OF THE PROSPECT.” -AL RIES



POSITIONING

Is your niche serving your bottom line or hindering it?

SHIFT FIVE: BE MORE FLEXIBLE

As determined entrepreneurs, we often place working hard as the only path to success.

And you may agree with the statement “work smarter, not harder”, but are you really applying it?

If you ever wondered:

Why you grow your business as fast as others?

Why that client never accepted your proposal?

Why you couldn’t persuade your boss to give you that promotion?

Why you haven’t accomplished everything you hoped for in spite of doing all you could?

The answer to the above questions (and many more) is due to simple fact that our minds associate determination with a fixed identity that does not allow us to be flexible, but instead lets us settle with whatever result we get.

Being rigid in our actions makes us lose control over the outcomes we receive.

The law of requisite variety suggests that, *the most flexible element in the system generally controls the system.*

This applies to us as business owners. If we consciously shift the flexibility that we apply to our work and our behaviors, the outcomes can be magical.

If the things you’re doing have quit working, stop doing them.

Break out of the rut where you’ve been running. Get ruthless about trying new things.

Being as flexible as possible in your ways of acquiring your goals allows you increase the probability of achieving success. And, it will allow you to soar past others who are continuing to repeat their same tactics or retreating and pulling back when uncertainty hits.

Look for the elegant solutions and the path of least resistance. Use finesse instead of effort. Soon enough you will create new opportunities and outcomes that were better than you ever even imagined.



BE OPEN TO CHANGE

Are you pushing against the river? Try going with the flow instead and get flexible!

BY CHANGING NOTHING, NOTHING CHANGES. -TONY ROBBINS

SHIFT SIX: RAISE THE VIBRATION

Do your emotions send you on a roller coaster ride of highs and lows?

Does it feel like you take two steps forward and one step back?

Have you experienced a quantum leap but, unfortunately, it was followed by a crash shortly afterward?

If you have experienced any or all of the above, then that would mean sometimes you are happily attracting clients and opportunities, and other times you are not.

Believe it or not, there is an easy fix for all that chaotic energy. But it will take commitment and patience to practice. Manifesting is a skill you can hone, like playing a musical instrument; the more you practice, the better you get. Eventually, it will feel like second nature to you, and it should,

considering that this is an innate ability you already have.

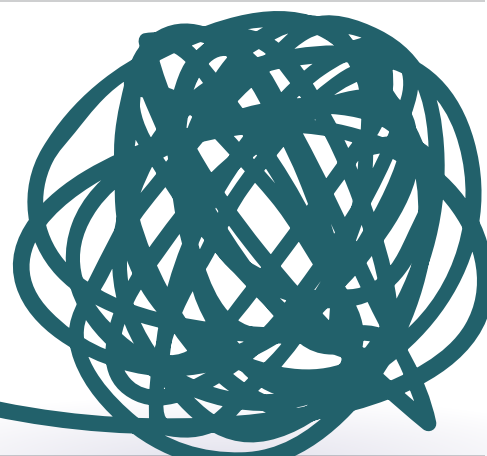
There are many aspects to creating and manifesting a business and life you love, and it always begins with your thoughts. Your thoughts become your feelings, emotions, and beliefs.

Cultivating a powerful mindset with a positive attitude automatically raises your vibration.

The powerful inner work that you do will create the outer reality you want.

This shift is imperative to drown out the negativity and noise in the world, so you can focus on your true calling and serving those who need your work most! And to help raise the planet's vibration so we can heal. It may sound trite, yet it's so very true...

AS YOU THINK, YOU VIBRATE. AS YOU VIBRATE, YOU ATTRACT.
-ABRAHAM HICKS



MANAGE YOUR MIND

What you think about activates a vibration within you. What's your frequency?

YOUR LEGACY BRAND™

The majority of people are scrambling in the current chaos and perhaps worried about the future.

What if you could untangle the perceived chaos and create clarity in your brand and business?

As you can see from the 6 shifts we covered, there is a path to ensure your success for the long term.

As an entrepreneur, your brand is not only how you promote yourself, it's your Legacy.

It's the telling of your story, the narrative of your brand, how you show up, spoken and unspoken words, and attitudes.

It's who you align with and the results you not only promise, but deliver to your clients.

As discussed in the previous pages, the more you adapt - the better chance you have of surviving the new normal.

Paradoxically, having the foundation of a brand that stands the test of time will anchor your business for long-term success.

A Legacy Brand™ is my unique solution to help clients see into their future, and brand accordingly. By reverse engineering the future of their business, we allow them to organically grow into it and evolve under it.

If you're ready to be seen as a thought leader and truly make a difference when the world needs it most, join me in the upcoming Legacy Brand Workshop. [Click here to join us in September](#) and get ready for massive shifts!



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Tiffany Neuman is a visionary branding strategist who helps highly-motivated entrepreneurs and influencers up-level their businesses. After 15 years in the corporate world, working with brands like FedEx, Stoli Vodka and Burt’s Bees, she left to establish a revolutionary branding business that stays one step ahead of trends.

Author

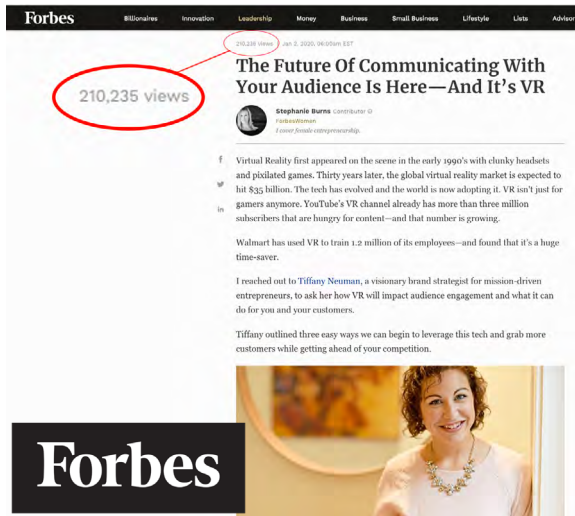


FOLLOW IN NO ONE’S FOOTSTEPS

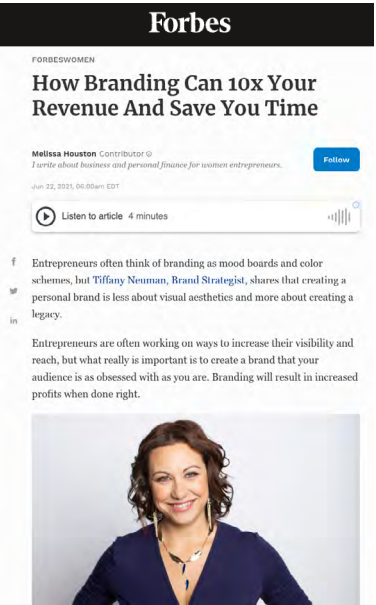
Tiffany now works with mission-driven entrepreneurs across the globe to help them 10x their sales and shine even brighter in their niches. She has appeared in media outlets including Forbes, is a contributor for Entrepreneur magazine and has been featured in countless podcasts and summits.

Tiffany is also professor of design and branding, as well as a co-founder of the KCAD Third Eye XR virtual reality lab. As a brand futurist with 20 years of experience, Tiffany shares her expert advice and opinion to ensure as many business owners as possible are able to confidently step into the next phase of business that is currently evolving.

EXPERTISE



Tiffany was featured in Forbes as a visionary brand strategist, speaking to the future of audience building with virtual reality.



The Legacy Brand Method, Tiffany’s proprietary method was featured in Forbes, where she is seen as a leading expert.



Clients such as Selena Soo trust Tiffany to take their brands to the next level. Tiffany has been the Creative Director for Selena’s Impacting Millions 7-figure launch and overall visual strategy for over 3 years.



WE ARE IN THIS TOGETHER

FINAL THOUGHTS

There is no doubt that our current situation will not lead back to what was, but will propel us faster than ever to the inevitable future.

By increasing and embracing thought leadership, cultivating innovation, and slowing down to speed up, you will absolutely rise above the noise and develop a brand that will stand the test of time, while creating a Legacy.

You can increase the value of your most valuable asset - your brand by following these six suggested shifts.

Anyone can implement these strategies. My question for you is, are you up for the challenge?

Stepping into change enthusiastically is the key to monetize the amazing opportunities that are currently being presented to us.

Adapting real-time as technology evolves quickly and embracing or creating cutting-edge solutions will lead to sustainability.

Personally I see this as an exciting adventure to embark on.

These six shifts will give you the competitive edge on this journey into the “new normal”, It’s time to take action.

Will you join me in being a catalyst for change and rise up as a leader?

Tiffany