

TRANSCRIPT

Episode 78: **How to work less and achieve more to grow your brand, it's possible!**

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 and welcome! Today we are talking all about how to 10x your income, your impact, your influence, using the foundation of your brand. Now I've been talking about the concept of 10x'ing results for years now, but I'm even more dedicated to talking about this topic since I have read the book 10x is easier than 2x. If you haven't heard of it, I highly recommend you checking out. If you know and love the book, you're going to love this episode because I'm going to apply the framework of the book onto how you can use the results in your brand, which is the ecosystem of your business. I talked about how your brand is an ecosystem and it really is the foundation for everything in your business last episode, so if you missed that after you're done listening to this one, I highly recommend going back and binging that one as well because it sets the context for having your brand as the foundation in your business and then today how to use it to 10x, right? So I'm going to give a really quick cliff notes of the book to set the context of what we're diving into today. Now if you bought this book and maybe it's sitting on your shelf and you haven't read it or it's sitting in your books to listen to, I know I have those books that I'm like, oh I got it. Somebody tells you about it and you you grab it and then you just assume that when the time is right you will pull it off the shelf, right? So this is your sign if you have this book already. So I'm going to, like I said, give you some quick context. So Dan Sullivan is the author of this book and he teaches that achieving 10x growth is exponentially easier than striving for 2x growth. So a lot of people are like, how could that make sense? 10x sounds a lot more difficult than 2x, but the truth is 10x isn't about doing more. It actually requires you to do less because when you strive for what we'd quote say are impossible goals, it's actually easier and more practical than going for incremental and linear goals because the ways of achieving it are so much smaller, right? So say you're going to get to that, you know, so many people want to reach seven figures in their business or say you want to sell your business eventually. You're going to build your brand and your business much differently than if you were like, oh, I'm just going to make, you know, 100k next year or maybe your goal is 500k next year, whatever that is. So there's different things that he talks about is like the identity to shift to, to become your 10x future self, increasing quality and decreasing the quantity of what you do so that your time, money, relationships, and purpose

increases. And then there's so much more around how to grow as a person to reach that 10x self. And if you followed me for any time, you also know that my very favorite book of all time is *You Squared*, which is a different book that maybe I'll get into in another time. But the opening part of that book talks about, there's a story and the story has this fly who is banging against a window to get out. The fly just tries harder and harder and harder to get out because he can see the outside, but there's a plane of glass that is separating him from actually getting outside, right? So he tries harder and harder and harder and eventually he dies on the windowsill. Now, I like to use that metaphor for us as entrepreneurs because so many of us end up in burnout because we're trying all of the shiny objects. We're trying harder and harder and harder to get to our goal, also known as the outside world to the fly. When in reality, if that fly would have just turned 180 degrees, there was a wide open door behind him. He could have just flown out. So what is that wide open door for you that you've been avoiding? Maybe you're not even realizing it's there. So instead of trying harder and harder to get these small incremental gains in your business, if you turned around and build a foundation and did the right things in your business with less effort, less time, less money, you could actually have that quantum leap and 10x much faster. And this isn't me talking about manifestation and that you can sit on your couch and imagine it and it will happen. There is actually a process if you believe in manifestation and most of you listening, if you're like me, probably do, but it's actually all energetics, right? Now, energetics and mindset are key, but you also need the strategy, which is what Dan Sullivan teaches in this book. There's an actual strategy to 10x. So because I'm a nerd like that, I like to look at the scientific, the little bit woo, or the spiritual, and blend those things together. Now, if you're listening and you're new to me and you're like, Tiffany, what are you talking about? I thought I was going to get brand strategy here. You are. Welcome to my world when we blend some of the spiritual, some of the scientific, because there is a distinct way to go from where you are now to where you want to be. And I've helped tons of clients through this process specifically, so they can show up as the brand and the business they want to be in their future vision so much faster. Now, since I've also implemented this concept of 10x is easier than 2x with great results myself. And, you know, in some senses, I've already been putting this into my brand strategy with clients before I was even aware of the book, but the book just helped me put words to it. I didn't really realize what I was doing. I was doing it intuitively, right? And if you talk to any of my past clients, they would say, yes, this is what you do, Tiffany. But it's funny how sometimes we can't put words around our own processes, which is even funnier because that's primarily what I help people do, is create their brand ecosystem, talk about what they do in a cohesive manner. But as I always say, you can't always see the label from inside the bottle. So this book is helping me to explain what I do in a branding capacity on a new level. So I'm so, so grateful for that. So the first step is you need to go through developing your legacy vision, which we talked about two episodes ago. So if you missed that flyback two episodes ago after this one, you can map out your legacy vision. Because the thing is, if you don't know where you're going three, five, or 10 years from now, you won't get there. And it's as important in brand strategy as it is in business strategy. So if you had a specific business coach that makes you make a business plan, that's primarily what we're doing when you create your legacy brand vision. Now, you may be a visionary like myself, most entrepreneurs are, and you're like, oh my gosh, yes, I see it. I'm on TEDx stages. I'm doing all these things, x, y, z. And you have it all in your head already. Maybe you have a vision board that shows it. Then you may be the type of

person that's like, Tiffany, I don't even know what I'm doing tomorrow or two weeks from now, let alone what I think is going to happen three to five years from now. I want to challenge you if you are that person, and believe me, I've had a ton of people come through and say that same exact thing. There could be different mindset things holding you back, like fear of success, fear of failure, and or you really just haven't sat down to think about it. And that's okay. But I want to challenge you to get clear on, despite any circumstances, take out what's happening in the world, take out what's happening with your current circumstances and your current financial situation. And I want to ask you, what would you love? What would you love in your business? Now, based on that, the first step that we do to create your brand foundation is reverse engineer that vision so you can grow into it. Into it, you will evolve. And the biggest issue I see with people investing in their brand, whether it be just the visuals or the whole ecosystem, like I take clients through, is that they brand for where they're at now, rather than where they're going, which causes a lot of havoc in the long run, because you have to keep reinventing the wheel over time. So what I want you to think about now is once you have that legacy vision, this is what helps you create that quantum leap in 10X, because you're creating with the end goal in mind. And then we can talk about what are your offers going to be to get there? Maybe you already have your offer suite in place. Does it still make sense? Are the naming conventions congruent? Is it stacked so people who love working with you can continue to work with you? Or if you don't have those offers yet, what should they be? Not to overwhelm you so you feel like you have to do all the things now, but so you have an actual ladder to step up. You have a game plan to move into. And even if that game plan shifts slightly, and it will, life is going to happen. You know, your clients may ask you for something else that you didn't even plan on, and that's amazing. But the first tip for you today to get to your 10X is to never rebrand by simply grabbing a new logo, colors, or making your website look prettier. And I might be one of the only brand strategists to tell you that, because that's what most brand strategists are selling you, is these pretty visuals. And yes, they're important, but the thing is, a new logo isn't going to solve your problems. If you're not attracting the clients that you really want to work with, if you're not getting inconsistent income, if you're not being seen as the authority in your space, a new logo or new website isn't going to fix that. Your brand ecosystem that includes those things is what you need to look at. So today I'm going to talk about three key markers specifically to focus on, so when you ensure you focus on these, you can 10X your success. That's what we're about to dive into, and I'm super excited, but I wanted to give you that context first so you knew where we were going and why we're going there. So again, this is 10X without the struggle, 10X without the hustle. It doesn't mean it's going to be all rainbows and unicorns. It doesn't mean you're going to not have ebb and flows, but it's going to happen a lot faster and a lot easier than it would if you're constantly reinventing the wheel and spinning in circles without clarity on where you're heading and how to get there. So these happen to be three S's. If you know me, I love alliteration. I use alliteration all the time because it helps our brains, our psychology, remember things. And as a former professor, I used to teach branding and design along with my corporate career in branding and design. So again, it's so much easier to remember for myself, but also for you when you have alliteration. So the things I want to talk about today are things that you've probably thought about, maybe not, but what I want you to think about is how to have a sustainable business, a scalable business, and a sellable business. And before we dive in again, my definition of a brand is your ecosystem. Okay, so we're talking about everything under

your brand, which is your marketing, your offers, how you're showing up, who you're being, the energetics of your brand, and the visuals of the brand. So the first thing that we're going to talk about is scalability. Okay, if you want to 10x, you do need your business and your brand to be scalable. Now, some of you are like, heck yeah, I want to be scalable. I'm already working on being a scalable. I have that model in place. Some of you might be resistant, like, no, I don't want to be one of those people who thinks I need to make seven figures that I want to scale. Like, I'm tired of the word scaling. I want to be in my feminine energy. I don't want to be in masculine. I don't want to scale. I don't want to hustle. I was that person not too long ago, because I had a boutique agency. I had small cohorts. I love the simplicity of a smaller business and working really deep with a small amount of people. Now, the thing is, I realized as I grew my team and as I had launches, there's a lot of ebb and flow to that if you don't have a scalable system. So what I want you to think about today is how can you have something that's evergreen that brings in reoccurring income, where you're still giving a high level of support, you're still giving tons of value. Because if those other things that I was just talking about are valuable to you, you're not the type of person who are going to just put courses out there with no value and push people away. It's just not going to happen. You're not that type of person. Now again, I'm not going to say those types of people, but those types of offers are what caused a lot of people to become jaded over these past five years, because they invested a lot and they didn't get the value. So don't be that person. That's the easiest thing about it. You can have a scalable system and a scalable brand and still be authentic in integrity and serve people in an amazing capacity. And you can still have those deep dives with people if you're that type of person with VIP days and things like that. where you're still working really deeply one-on-one with people, but allows you to open up your ecosystem on a much bigger level. And if you're a type of person who's like, well, yeah, but I also want to meet people where they're at and provide results or transformation to people who can't afford it, awesome. But you also deserve an income. You also deserve that scalability and to have a team to support you so you're not working all the time. So maybe that could be a low-level course or a book that's very easy for people to purchase. It's very affordable, and you still have higher level offers to build your scalability and serve yourself. So that's the first thing I want you to think about in your ecosystem today. If you don't have scalable offers and your brand isn't scalable, how can you get there? Start thinking about that. And if you're like, yeah, I'm an introvert, I don't really like meeting with people all the time, I'm scalable already, awesome. Nice work, let's move on to what's next, which is going back to the idea of, okay, pause there, we need to edit, sorry. I'm gonna take out that last piece and we're gonna go into a little bit something different. Okay, so again, do you have at least one scalable offer? So for me, this is my community. It has nothing to do with branding. Once I took women through, and I do have some men also, if there's any men listening to this episode, no men bashing here, I think men and women balance each other beautifully. I just happen to work with more women, so I tend to talk in that direction more. And this community was when I take women through, whether it's VIP days, brand strategy one-on-one, or my branding process that's a group program, a lot of them were like, okay, what's next? Like, I want more support. So from that, I created a community called the Legacy Lounge Collective, where women get to show up, practice their thought leadership, serve one another. They end up working with each other. So it's part mastermind, part networking group. It's quite affordable in my opinion, because it's like at the level of like a \$30,000 a year

mastermind for much, much less. So that for me is this reoccurring income that's happening every month. It's the foundation of my brand and business. And then everything else is where I can serve people in a deeper level and truly working on the brand process, right? So do you have at least one scalable offer? So the reason I want you to think about this too is I had a client who was like, you know, I just love one-on-one work. I don't wanna change it. And I didn't push it too much, but then unfortunately she got sick. So I want you to think about today. Again, we're all free from this. Health and wellness is being imprinted on us now. However, scalable is not just for the monetary aspect, it's for security. I've supported so many clients in creating their signature frameworks and cohesive offer ecosystem and never had anyone regret it because when the ebbs and flows come or when a loved one gets sick or whatever happens when life happens, you need to have that consistency. And so what we talked about also is increasing the quality, decreasing the quantity of what you do. So the value of your time, money and relationships increases by 10X. Your impact will increase by 10X as well. So last point there, make sure that you're focusing on scalability, which leads to our next key to 10X your growth in business and branding, which is, okay, we're gonna have to pause here and edit because I didn't have my notes in order, sorry. Okay, I'm gonna repeat that last sentence, so just make sure to edit that out, please. Which leads us to our next focus in 10Xing your brand and business, which is focusing on sustainability. Now you'll see that all three of these S's today stack on each other, but what I want you to think about is what is the point of building an incredible, scalable business and brand if you're burning out, right? We already talked about that a little bit, but I personally left the corporate world because of burnout. I talked to so many women especially who busted their asses in the corporate world and think that they're gonna come into entrepreneurship and solve that issue and they get right back into it because we've been conditioned to work harder just like that flyer was talking about at the beginning. And as high achievers, which most entrepreneurs tend to be because we have the drive and the passion and the resilience to get into this work, I went right back into the pattern of growing my business and doing it harder and working late nights and maybe you can relate. There are so many things to focus on, so many shiny objects that we throw ourselves in a billion different directions when we start our businesses. And then you add in your personal life, your family, maybe you have kids or maybe you have a significant other or maybe you just love to travel a lot. Whatever that looks like for you, it can be overwhelming. So this is why my mantra has been slowing down to speed up the past few years. And the epic thing is the more I have slowed down, the 10X approach truly has worked faster, that quantum leap. Now, yes, there's been some ebbs and flows, but ultimately it's like going up, you've probably seen, I'm painting a visual here and just talking, but picture the stock market when they have those, like everything is moving upwards in an upwards trajectory, but it goes up and down along the way. You know what that looks like, right? So if you just look at that, maybe instead of going at like a 10 degree angle up and down and you're making this slow progression, let's lift that up to like a 75 degree angle, a 90, maybe not quite a 90 degree angle, that would be like straight up and down, but like a 70 degree angle. We're going so much faster, but you're slowing down along the way. So I encourage you to take time to truly look at your business from a 30,000 foot view and determine what can help you reach sustainability. You may not get there overnight, but heading in that direction is what's key to sanity. It's key to sustainability. And maybe you've taken moves in this direction. How can you double down on that? Perhaps it's hiring a specific team member. So like

last year I hired a high level COO to come in and really streamline all of my systems, really help me in that space. I'm a creative, you know, that is not, systems are not my jam. If they're your jam, awesome, I admire you, but I have a creative brain and I think outside the box, I think big picture, like the nitty gritty details are not there, but I knew I needed that in order to scale, like we talked about in step one, I needed systems that would work on their own. They were automated, they would help myself and my team and save my sanity, truthfully. It was expensive and it took a year, but now everything runs like clockwork in my business. And a lot of clients come to us because their marketing is not sustainable. So maybe it's, like I said, some person or hiring your first VA, but maybe your marketing is not sustainable. You're constantly having to create more and more content, feeling like there's no consistency, no cohesiveness. So we help them create a brand foundation, train their AI in their voice once we get that foundation straight and boom, a sustainable system. You know, so think about that. If you're needing help in that way, you can work with someone like myself to get your foundation in place. So for instance, one client was on sales calls all day during lunch and during evenings, like all the time, she was just like on sales calls. Now that was a good problem. We helped her build her brand foundation. She was getting sales on autopilot, but the next step then was to get her off those calls so she could feel sustainable in her business. So the next launch, she implemented a few sales experts and received her time back and made even more money. So those are a few quick examples of what it may look like for you to take the next move to create your sustainability in your brand and business. And maybe it's just taking those first few tasks off your plate. These could be goals for you if you're not there yet. Maybe you already have those things in place. You have your COO, you have your systems. What's your next step? Maybe it's something internal. Maybe you need a food delivery service or somebody to clean your house. The main thing that I want you to take away about sustainability is in every steps of growing your brand you keep your unique ability in mind. When you can clarify what your genius work is and continually take the steps towards only focusing on that, that's when you're going to reach exponential increase in income, impact, and influence. So again, that's what I teach all of my clients when you're building that brand foundation. What is your superpower, your genius that only you can do in your business and get to the point where you're outsourcing everything else and really lean in towards sustainability. And the last S today is sellable. Now this step might not be for everyone but a legacy brand is meant to stand the test of time. I often have clients asking, well, how do I build a personal brand if I want to sell my business later? Like I don't want everything to revolve around me if my exit strategy is to sell the business. So maybe this is something you've thought of and you're like, heck yeah, that's my goal. Tell me more, Tiffany. What do I need to do? And maybe you've actually never thought about your exit strategy. But the further we get in business, I know if you're like me, I'm an entrepreneur. I don't ever see myself, quote unquote, retiring. I've seen and witnessed too many people retiring and they just end up watching TV all day and it looks miserable from my point of view. So I'll probably still consult, write books, whatever. I will still, maybe I'll go back to being a professor. Who knows? But I've been thinking about this more and more lately because my daughter has approached me and wanted to take part in my business. And she said, mom, maybe I can take over your business one day. And I was like, huh, yeah, that would be amazing. I never really thought about that. And talking about legacy, which is the goal in my business for people, it was really beautiful when she came and asked me that. And so we've been talking about it more. And I'm

not the type of person I'm going to force it on her. If she doesn't want to, heck, I'll still be able to sell it, right? And so that's when a few years ago, I transitioned from Tiffany Newman Creative into your legacy brand, specifically so I have an asset to sell down the road. Now, the thing I want you to think about, though, is you still need to position yourself as a thought leader because those two things go hand in hand. So if you look at some of the people that we admire, or maybe you don't admire them, but you have to admit they're good at what they're doing, you'll see that they're doing this. And I get so many people that are coming to me and saying, well, should I brand as a business, or should I brand as a thought leader or a personal brand? My answer is both. Honestly, it's both. Yes, it may take a tiny bit more effort to get set up in your brand foundation, but you're setting yourself up for sustainability, for scalability, and for selling in the end. So when I help my clients create their signature framework, so for instance, one of my clients, Selena Su, is impacting millions. So she is also now writing a book and positioning herself as a thought leader. So if she wanted to remove herself and sell the asset that she's built, she could do that. Marie Folio is a great example. She's known as Marie Folio. She has that personal brand asset, but she also has a sellable asset of B-School, Time Genius, and these other programs that maybe she could sell to a Mindvalley or sell to another person down the road when she's ready to let go of it. Doesn't mean she has to, but she has the opportunity if she wants to. I could go on and on with examples, but you get the point. So my biggest suggestion here is, again, brand is both. With a lot of clients, I've been doing this more and more lately, is we'll build two websites. One is a fairly simple, basic thought leadership website with a speaking page, with some offers, with basics of who this person is, positioning them as a thought leader, positioning them as the go-to expert. And then it leads back to their main website, which is their business brand. Another example of this is my client Liz Harkey. We built Luminary Leadership Co, but she also has her personal brand. Now, you don't need to do this, but I often recommend it because then, depending on the context, so if you are pitching for speaking, we talked a lot about that in my last episode, then you send those people to your personal website, which is focused on your thought leadership. Now, if you're pitching and you're in a launch mode and you want them to go to your business brand, and those two things, it's also great for SEO because the two websites feed each other. You can also do this on one, though. You can have your speaking assets and things on one website, and then it'll just be a little bit more work down the road if you choose to sell. But again, if you have not looked at your brand as an asset, that's what I want you to do today. Brand, again, I repeat myself over and over. It's not just a pretty logo and colors and fonts. You cannot sell that. And people talk about selling their business. Well, yeah, that's the structure and the systems that you're going to be selling. But if you're going to be selling or putting in place below, it's the financials and everything. But ultimately, a business isn't sellable if it doesn't have a powerful brand driving it. So that's where I'm hoping that these last few episodes are really shifting your perspective of what a brand truly is. And so I'll probably do an episode that goes much deeper around this specific thought process today, maybe with somebody who's an expert in selling businesses, because I've been talking to a lot of people recently about this myself. But today, I have a few suggestions to get started with. So the first and obvious step is, what is your exit strategy? Do you already have one? Do you need to start thinking about that? Maybe it's 20 years down the road for you, and that's fine. But again, thinking with the endgame in mind is going to help you get there. And most people, if they're in a 9 to 5, maybe they're saving for a 401k. That's their

exit strategy. That's their plan. As an entrepreneur, you are so much further ahead, because hopefully, you're already saving in a Roth or an IRA or what have you. You're doing some retirement stuff, but you're also building your brand as an asset. So do this consciously. So that's what's super exciting about this. I'm super passionate about it, because I want more and more, women especially, to be able to have this sustainability, have the scalability, be able to sell their businesses if and when they want to. And if they don't, just love their life and love their business and love who they're serving. So what I want you to think about next is the importance of that personal brand and suggesting you have that personal site. Mine, actually, since we moved to yourlegacybrand.com, I've put rebuildingtiffanynewman.com on the back burner, because I'm always focused on clients. So that's coming this summer. I always take a sabbatical in the summer, and we're rebuilding that site. So stay tuned. But what does that look like for you? And also, thinking about, again, what is sellable in a business, a cohesive ecosystem? We've been talking about this so much lately, or I've been talking about this lately, your brand being that cohesive ecosystem, the five Cs that we talked about last time, your signature framework. When you create a signature framework that you're known for, a signature offer, a signature framework, that is what becomes sellable. And also, having consistent sales. In order to have consistent sales, to have that consistent ecosystem, you need to build your brand's foundation. So you can kind of set it, forget it, checking in on it once a while. But once you have the language, the visuals, and all of that set in place, you can grow like rocket fuel and 10x because it's set. And you're not constantly spinning your wheels, spinning in circles, and building the plane as you fly it like I like to say so many entrepreneurs do. And if that's you, it's not your fault. If you've built a Frankenstein brand on accident, it's so common because we're going in so many different directions. So I trust this has been thought-provoking today. And if you need help sifting through your brand to ensure that you're set up to 10x your business so your brand is scalable, sustainable, and sellable, I am opening up a few spots this summer for VIP days. Like I said, I take a sabbatical during the summer. But I wanted to be able to serve a handful of people before we get back into promoting my offers that are more sustainable and scalable in the fall. And so what we do is we sit down and we look at your entire business from a 30,000-foot view. I look at it from my brand strategist's perspective. And we create a unique plan that covers these three S's, covers the five C's from my last episode where we talked about having a cohesive ecosystem in your brand, and create a action plan for you to get from where you're at now to that legacy vision where you want to be faster than you ever imagined. So you can go ahead and book a call or check out the details of what a VIP day looks like down in the show notes. And I'd love to hear from you. So I've been hanging out on LinkedIn more than anything recently. I'm also at Tiffany Newman Creative on IG. Lots of ways to get a hold of me. But I hope to hear from you, to hear how this changes your perspective of what a brand truly is. And I'm really hoping it's igniting a new sense of purpose and passion in you to take your business to that next level, knowing that there's a distinct way to get there, knowing that the people who are doing this now, when a lot of people are swirling in doubt because of the state of the world, we know that more millionaires and billionaires are built when there's chaos in the world, right? So this is your time and your chance to double down on what's working. It doesn't mean you have to change everything in your business if you have some foundation set. But let's take it to the next level. And instead of just multiplying your results and 2x-ing in this next year, let's go for 10x. I'd love to support you in that, whether it's to work together or just keep coming

back to these episodes, because that is my focus. This is where we're going. And I want to inspire you to take your business to places that you never even imagined were possible. Have a beautiful rest of your day. And we'll see you next time. 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 [TiffanyNewmanCreative](#). 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?