

## EP 80: Redefining Authority in the Online Space

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. Hello, hello! Today we are diving deep into what it truly means to be an authority in the online space. If you caught my last episode, the one where I went on a bit of a rant after attending an industry event, you already know that I have some strong feelings about the conflicting advice floating around out there. And I went on a little bit of a tangent about some other things in the online space. Today I want to shift gears a bit and talk about something even more important, defining what real authority looks like in our digital world. I talk about having an authority brand, and I really wanted to dig into, okay, what does that actually mean? And spoiler alert, in my opinion, it's not the number of followers you have, the revenue you claim to make, or even the sheer volume of people you serve. So let's get into it. A little bit more of a quick recap of last week in case you missed it. I attended this event with top marketers and thought leaders, people you definitely recognize. And while I networked, caught up with friends, and soaked in the latest insights, yes, it actually was a wonderful event, and I came home with a lot of new, amazing connections, a lot of beautiful people there. I also encountered a whirlwind of conflicting advice. Should we automate everything or stay human? Should we edit our videos for perfection or keep them raw and real? If you know me, you know I like to be raw and real, which is why I don't really edit my podcast. So just know that about me. Anyway, I felt feeling confused and quite honestly, somewhat frustrated. So on the way home, it hit me, amidst all this noise and confusion, I needed to remind myself that I am my own guru. And so are you. We need to sift through all of these conflicting viewpoints, basically, and this is how you need to get to a million dollars, and this is how you need to grow an audience, and this is how you do this, and this is how you do that. And see what is true for us, right? And I received a ton of positive feedback around the last episode, so thank you to those of you who responded and let me know you're feeling the same way. If you didn't tune in last week, I recommend you go back and hear that full episode before finishing this one, only because it'll give you even more context. So like I mentioned today, I want to

continue this conversation and discuss what it really means to be an authority. And it's so funny, I swear, you know how our phones listen to us and they'll send us ads on IG for whatever we're talking about. Sometimes I swear it can read my mind, because I was researching this and thinking about it and that today I saw an Instagram post that said, basically, this person is a social media expert and no shade against them, although I don't agree with them, it said, you are an authority if you have over 100,000 followers online. Okay, there could be absolutely some truth to this, because with that many followers, you do have an influence over a large amount of people. So that's not a bad thing at all. But does that really make you an authority? So there's some holes that we can poke in this. Are the followers real or purchased? Is this person well respected? Are they getting results for their clients and so on? And absolutely, they could be all those things, but they might not be. So I did a bit of research. And if you didn't know this about me, you know, I have a corporate background for over 20 years. And I also was a college professor for some time. So I have a very nerdy side that likes to dive into these random deep topics. So the definition of authority is dependent on the context. So there's actually four definitions if you look up the definition of authority. So I'm going to quickly share those with you here. Hopefully this won't bore you, but it's providing context for today. So bear with me. Number one is the power to influence or command thought, opinion, or behavior as a legitimate or recognized power that someone holds to make decisions, to enforce rules and laws. Number two, a person or organization having power or control in a particular political or administrative sphere. Number three, the quality or state of being knowledgeable or an expert. In a professional or academic context, authority refers to someone who's recognized expertise or knowledge in a particular field. Number four, an expert whose views are taken as definitive. This refers to someone whose opinions, insights, or research are widely accepted and respected within their field. So based on those four, numbers one and two are literal definitions where people that we as humans have decided have authority, such as government officials, police officers, people like that. Number three and four are more on point to what I would consider an authority in a business or like they said, a respected leader in their field. So this may be, you know, a scientist, a respected industry leader, that type of thing. So I'm like, okay, this is great. This provides context, but it's still not 100% speaking to like our online space because we all know that it's like the Wild West out here, right? And there's no rules. We're starting to have more rules around coaching and what that looks like and certifications and all of that. And I'm not saying you need a ton of certifications to be an expert either. But again, the dorky side in me felt that this does not present what authority means fully. So I took it upon myself to create a new definition. So it took me a little bit, but of course I am a brand strategist and I write copy. So let me share my new definition of what an authority means in the online space. Of course, this is my opinion. The recognized expertise, credibility, and influence that an individual or organization holds within a particular field, evidenced by their ability to

produce high quality results, maintain client satisfaction, generate sustainable profit, and apply deep, well-founded knowledge to solve real problems. I think it's pretty good, right? And again, my opinion, and my opinion, it's not about the vanity metrics. It's about substance over style and quality over quantity. So let's dive into this definition a little bit more. I broke it down into four categories. So the first one being the quality of your results. So first and foremost, being an authority is about the quality of results you provide to your clients. Can you consistently help people achieve their goals? Do you deliver on your promises? If your clients are seeing real tangible results, then you're already on the right track. Think about it. Would you rather have 100,000 followers who barely engage or a smaller dedicated group of clients that rave about your work and refer you to others? I know I would take the latter any day, and I do. I mentioned previously many times, I'm not a huge fan of social media. I think it's addicting. I think it can be toxic. And as business owners, and as a brand expert, it's important for our businesses to be visible. Don't get me wrong. However, personally, again, no shade for people who think it's their number one priority to grow their following. That's totally cool. But in my opinion, it doesn't mean inherently that you have authority, right? I believe the quality of your results is probably the number one thing that gives you authority. And that authority grows over time as you serve more people because you are growing your results exponentially. The second thing is client satisfaction. So how happy are your clients? Do they feel supported, heard, and valued? Do they come back to you for more because they trust you to deliver? High client satisfaction is a true indicator of authority because it means you are building a strong, lasting relationship and a strong brand foundation. Really one and two, to me, are the true definition of authority because that foundation is key. Back in the days before we had an online businesses, everything was based around relationships. And yes, things have shifted and changed and will continue to do so as technology changes. But those two things are always going to be the core of a solid business. And remember, it's not just about making clients happy for the sake of it, though, who doesn't love a happy client? It's about genuinely caring for their success and going above and beyond to ensure they get the best possible experience. Okay, my third, I guess you could say pillar here. Again, I just created this and I'm kind of still fine tuning it, but I think this is going to be some sort of a new framework and you're hearing it here first. I think I'll start teaching this to clients and really sharing this because, I don't know, I'd love your feedback once again. To me, this makes a lot of sense, but I'm really looking forward to hearing what you think about this. So the third piece is profit over revenue. Now, this again is very contextual, so it doesn't, like if we took this alone, it's not going to give you authority. So to me, it's really these four things together. But it's kind of a touchy subject, right? Profit versus revenue. Many online gurus love to boast about their seven-figure launches, now even eight-figure launches. And that's fine. And I'm not dissing anybody here. I think there's a lot of people that I look up to who run these launches. And as I mentioned on the last podcast episode, I've been behind the

scenes in a lot of businesses and what they often leave out is how much they spent to get there with team, with ads, with all the things. So high revenue numbers are impressive, but I want to know what's your actual profit? How sustainable is your business model? So for me, being an authority means running a profitable business, not just a flashy one. It's about smart financial management and making sure that at the end of the day, your hard work is translating into real sustainable success. Okay, number four is genuine expertise. So finally, let's talk about this. This to me is actually the capstone, right? Because number one and two, I think, are the foundation. Three is important, but that might be a personal thing. Because again, just being very transparent here, there was somebody I was behind the scenes with in their business and I was actually making way more profit than them. And I have a much smaller business. And I was like, why do I want to aspire to get to this massive behemoth of a business, this big machine that's really stressful when I can have an amazing, smaller boutique business, serve the crap out of people, and not have all the headaches, right? And so I'm pretty sure you'd agree with that. Okay, so back to expertise. This to me is the capstone because expertise is actually what creates authority, in my opinion. Because in a world where anyone can call themselves an expert, and after a few Google searches, real authority comes from a deep well of knowledge and experience. And it's not just about what you know either, because there's a lot of book smart people who know lots of things. It's about how you apply that knowledge to help others solve real problems. That's what we do as business owners. We solve problems, right? And your expertise is your greatest asset in your business. I also say your brand is your biggest asset, but we'll save that for another time. So it's what sets you apart and what gives you the confidence to stand by your claims. So if you're an entrepreneur, I know you're like me, keep learning, keep growing, keep honing your craft, because that's what really creates authority is genuine expertise. So to recap, at the end of the day, being an authority in the online space isn't how many followers you have, or how loudly you can shout about your successes. It's about the quality of the results you deliver, the happiness and satisfaction of your clients, the profitability of your business, and the depth of your expertise. So the next time you see someone boasting about their latest eight figure launch, remember, you don't need to compete with that. Your authority is built on a foundation of quality, integrity, and genuine value. value, and that's something no vanity metric can ever replace. Thanks so much for tuning into today's episode. I would love to hear from you. Is this resonating? Is it your vibe? And stay tuned for the next episode where I'll be taking you behind the scenes to uncover the number one thing you need in your brand to truly stand out as an authority. So today we defined authority. Next week we're really going to talk about, okay, I'm an authority because I have these four things or I'm working towards it, right? It may be not perfect yet, but especially number four, if you're a true expert, you can claim authority for yourself because the truth is, I do say this all the time, nobody else is going to claim it for you.

We also just need to be careful of people who are claiming it for themselves that actually don't really have the expertise. So it's the secret sauce that I really teach and provide all of my clients and the key ingredient that transforms a so-so brand into a category of one brand so you can command attention and really drive incredible success no matter how big or small your business is. So until next time, keep shining bright and remember, you are your own guru. Let's redefine what it means to be an authority in the online space together. See you next week. 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](http://yourlegacybrand.com). Remember that what you leave behind is not what's engraved in each dead monument, but what is woven into the lives and hearts of others. What are you doing today to inform others to use your legacy?