

Episode 79: **An Unapologetic Rant About the Online Industry and the Opportunity Available to Those Who are Ready to Disrupt**

Hey there, Tiffany here, and I am so fired up today. I want to just warn you that I may push some boundaries, I may rock the boat a little bit, and I may spark some debate, and or you may find yourself nodding your head in full agreement with me. That is the goal of this episode, and whichever the case, I feel called to share this message unapologetically. And be sure to listen to the full quick episode, because if it is resonating with you, I'm excited to really share an incredible opportunity with you, one that can transform your business as we head into the second half of 2024. And because transparency is important to me, it will be an invitation to hang out together, but it's not a pitch to buy something. So let me just get that cleared up and out of the way, because I know your time is valuable. I treasure your time and the fact that you're here with me. And so I want you to know what to expect. But first, I want to talk about something that's really been on my mind and my heart, and I honestly haven't been sharing enough about it. So let me get into this by just sharing that I just returned home from an industry event filled with some of the top online marketers and thought leaders around, many that you would know and recognize. And I attended for obvious reasons, networking with new business owners, catching up with friends that I knew were going to be there, you know, to learn current new best practices. I always go to these events as well to get inspired. I'm an ambivert, so I love being in the crowds and getting inspired, and then I like to retreat and go back to my cave in my home where I'm recording this podcast. And the thing was, is something really unexpected happened. Despite the things above happening, I did meet new incredible entrepreneurs. I met up with old business besties. I did learn some current best practices. I did get a level of inspiration. But despite doing all of those things, I left feeling a bit sad and disappointed. Now, first of all, if you follow me and you are like, oh, I know which event Tiffany is talking about, let me just say this is not directed at the person running the event or any specific people at the event. I am not here to name names. I'm not here to call people out. This is really a general industry wide kind of rant, I guess you would say. And the thing was, that sadness and disappointment made me frustrated because I invested to go to this event and I'm like, oh, my gosh, I'm leaving. And I don't feel like this immense amount of determination and excitement. It was there, but it was also covered up. And I had to let it marinate and sit for a little bit to figure out why. And then it really hit me. Just like online, I walked away from this event with so many conflicting viewpoints, which led to kind of this spiraling of feeling unsure and confused of myself and what my next steps were. Now, mind you, I have autonomy. I am a very self-directed person. I have the rest of my year planned out on a certain level, but I feel like we're always searching for that next level of enthusiasm and those secrets that are going to get us to our next level. I like to share those myself, too. And when I speak, I did not speak at this specific event except to other people. But when I do speak on stage, I love to give takeaways. And it actually left me realizing how important it is when we speak on stage to share things from an amazing place. Yes, we can share our own viewpoints, but make sure it's global for everybody. So some of the things I heard were automate everything versus automation is no longer valid because it doesn't feel human anymore. Or edit your videos so they're completely flawless and this is what works and having a team that's helping you along the path versus editing is now seen as over polished and you shouldn't edit anymore. Next up is you really need to pre-plan all your

marketing materials months in advance for it to work really well versus you should really write your emails daily, wake up early to write your emails so they're very, very relevant. And there's a ton more, but the last one I'll share with you is AI is amazing and you should use it for everything. And if you're not, you're going to be left behind versus AI is horrible and it will ruin your business. Now, I don't know about you, but that is confusing, right? And really, it was a full circle moment coming back to myself, kind of untangling the way I was feeling and once again, realizing that I am my own guru. And that's the message for you here today is you are your own guru. I'm not your guru. I'm not here to tell you what to do and either should anybody else. Now the other thing that this refined for me is that I actually think that all this flawless and over polished personally is a little bit over the top because we're human. And yes, AI can automate and there's amazing things about AI. So I'm kind of in the middle of all of these things, right? And maybe you are too. I don't really take a left or a right approach. I'm sort of the middle ground. And so that's what I had to come to my own conclusion with is I do like a good brand to be polished on some level. And that's important because like I teach my daughter, don't judge a book by its cover. And unfortunately, when we see something that's not polished at all, you know, when I see somebody who's always crying on social media and overly vulnerable, I don't know if I can trust them to handle me and my problems. And or if I see somebody who's so polished and there's no emotion, that doesn't really jive either, right? And same thing with the editing. So if you've listened to me before, or if you've listened to this episode, see, I just messed up right there. I tell my team, okay, if I have a huge pause, go ahead and edit it that or if I totally mess up and I'm halfway into the episode, I'll actually clap my hands and say, edit that out, restart, right? Like, I don't want you to listen to me fumble completely. And if I, my perimenopausal brains skips a beat and I can't remember a word for a moment or I fumble a little bit, I'm going to leave it in because I'm human. And like when we're having a conversation, say we were at this event and we were sitting down, I forget my words sometimes and I'm guessing you do too. And that's part of being human. So again, middle ground for me, okay? So that's what I realized is I am my own guru. All of these people that I were talking to, listening to on stage, being surrounded by kind of jumbled my brain a little bit. And I had to sit with that and I was journaling on the plane ride back home. And that's what part of it was that came out. And I felt really called to talk about it to you today. So much so that I actually postponed the episode that was supposed to go out today to next week because I wanted to have this conversation with you. And the thing is, is all of these friends, colleagues, and speakers who have, and some of the speakers who've been in the game twice as long as me, like 20 years, I've only been in business for five years, but I'm also an expert at what I do because I've been in the game for 20 years in the corporate world. They were sharing their viewpoints, some trying truly to be helpful and some just to make some money, right? Let's be honest. Now, if you're like me, we want to do both of those things, but it really kills me to see people showing up as a guru to make money and really guiding people in the wrong direction. And just because they're positioned as an expert, and I know all about positioning people as an expert, as a brand strategist, because that's what I do. If you're like me, you can feel the energy of who is who in a room. And I'm very blessed to have that discernment, but there's a lot of people who get kind of swayed by smoke and mirrors or a really good message or really good marketing. And so again, this may ruffle some feathers today, big time, but apparently I'm entering my, I don't give an F era and I feel called to talk about it more. So if this is already ruffling your feathers, feel free to press pause

and move on. But if you're like, yeah, I hear you, Tiffany, I feel this Tiffany stick with me here because I'm going to go deeper and this may cause some people to get a little bit upset. And I'm okay with that because, you know, I've been behind the scenes and a lot of big brands positioning people as the expert. I've also made friends with a lot of people in the same position, and I truly believe it's time for a shift. And again, I'm not calling out anybody specific. I'm not saying that anybody's businesses need to be brought down or anything like that. Instead, I've witnessed and we've witnessed what's put out in the world marketing wise compared to what's really happening behind the scenes in a lot of businesses. So this is things like declaring a massive revenue during a launch, but actually being in debt due to massive costs of running the machine to get there with ads, team, et cetera. Or someone who seems like your bestie online, who's actually kind of a basket case narcissist in real life. And luckily to be transparent, I've never witnessed that one personally, thank God, but I have a lot of friends who have. And so again, I'm not sharing this to complain, to point fingers, or to even make a point about them. I'm sharing this to make a point about us, you and me. Because if you're listening, my guess is you are a true expert like myself, right? And with all of the vanity metrics of seeing other people doing the same thing and getting better results because they're really good at marketing, even though you know you're better at your craft, can be discouraging. And I'm raising my hand right along with you. It's awesome because I went from zero to building a multi six-figure business easily and effortlessly because I knew how to position my own expertise. But because I am heart-centered, because I don't like to shout my own expertise from the rooftop all the time, I don't really love social media. I've learned to create power partners. I've created a lot of referrals in business, but I still don't have a big following. And I don't really care if I have one. I mean, if I do, great. It's not like I wouldn't want that. But for those of us who don't really love to show up as a guru, we really want to be a guide. We really want to help other people's claim their dreams, get better in whatever way you serve them. It can be discouraging, right? And the thing is, I believe the tides are turning because at and after the event, I had so many discussions about this. And even though I was a little bit sad and discouraged when I left because all of the conflicting information was really confusing, there was this level of excitement and encouragement because people are seeing through the veil, past the vanity metrics. People are wanting deep support from real experts. And people are craving connection with caring humans. The thing is, we go about our days looking for answers on how to solve our so-called problems. I would say that word in quotes, air quotes, if you could see me, consciously and unconsciously. And we are provided never-ending content that claims to solve those problems, right? And again, that's part of good branding and good marketing. So I actually teach people how to do this, but just like AI, just like NLP, a good brand and good marketing can be used for good or evil. Now I don't really say evil. I don't think anybody's out here really trying to be evil, but how many times have you signed up for something with good marketing and were really uninspired or unimpressed when you got inside, right? The thing is, those of us who are over-delivering, oh, there's my Amazon Alexa. See, this is real life. I'm not even going to have that. It's time for my lunch. Anyways, you can see I'm going on a little bit of a rant here today, and I'm really getting excited about this. So I hope this is resonating with you. The thing is, is that, yeah, there's no, I don't think anybody actually has evil intentions out there, right? Maybe a few. But most people, I'm happy for them that they're so good at marketing. But for those of us who are like, eh, I just want to serve my people. I just want to live with my family. I just want to live in my

cave and record podcasts. I just want to go on a hike. I just want to make good money. I don't need to be an eight-figure entrepreneur. We've kind of been left a little behind to our own demise because we're not out there hustling, hustling, hustling, right? We're not out there to make billions of dollars. And so, again, I'm going on this rant because I want to remind you that you have to choose your own path. Sometimes it requires trial and error, guidance from the right person, I'm not saying we're not going to invest in each other, or an actual solution. Like I'm still out there buying programs, investing in certain courses, and you should be too. But the thing is, most of us need support and encouragement, but we don't need all these tactics, tricks, and things that are told are going to solve all our problems, and then they don't. So if this speaks to you, this is not me saying I'm going to fix all of your problems, because I'm not, but I do want to invite you to an upcoming live call this week with me, because this is what I've been talking about and will be talking about in the Legacy Lounge Collective. So if you've been following me, you may know what the collective is. If you have no idea, the collective is a group of 30-ish, 30-ish I say, because it's not 30 exactly, women that I'm grateful to call my extended community. So this is a lot of women that have gone through my branding process or have been referred into this community, and it's typically a by application or invitation only space, because I really consider it a sacred space to have these types of discussions. It's a space where we gather to network with each other, mastermind, and support each other with no big egos or competition. And it's a space where sharing your offers is encouraged, and you can find power partners to grow your list and your business, find referral partners, and in fact, these women are constantly working with each other. They hire each other. They support each other. They share each other's offers with their list. It's really beautiful to watch. And really, this is a space where I am not the guru, but a guide where each woman is spotlighted as a true expert in her craft. It's a high level space, not just newbies. And the reason I felt called to bring it up today is, A, I felt like I needed to go on this rant to kind of get it out of my system, but also call in more women who are behind the scenes experts, who want a space. They don't want to be on social media all the time and or they want support. So when they do post on social media, they have people liking their comments and excited with them, and they want to go on a journey. So this has nothing to do with my brand offerings. I'll be talking more about those in the upcoming weeks. But this is where we're kicking off a six-month journey to make the second half of 2024 our best, despite the uncertainty in the world. So we're actually focusing on concepts from the book, 10X is Easier Than 2X, and actually implementing them. So if you don't know about that book, regardless of if you come to this call or not, go check out the book, because it's brilliant, by Dan Sullivan. And he talks about how taking the quantum leap, 10X-ing your business is actually easier than just incremental gains. And I talk about this all the time in the branding process, not so in so much a way as like manifesting and letting it come to you. Although I do believe in manifestation, there's work required in 10X-ing your position from where you are now to where you want to be, right? The cool thing is I've done it over and over, from leaving the corporate world to having a natural birth to growing this multiple, multiple six-figure business with no vanity metrics. And that's what we're focusing on. And we're going to really plan your specific way to rock the next six months without all this confusion and chaos and people telling you this is the right way to do it, or that's the right way to do it. We're going to determine for each woman what is your specific goal, and what is your specific path to get there. And to be transparent, if you feel inspired at the end, you are welcome to apply to join us. And if not, you're going to walk away with an amazing plan. And

one more note, this container is run like a very high-level mastermind, but instead of paying \$30,000 a year, it's about the cost of your favorite tech tool monthly. Because I am all about breaking industry norms, I'm on fire and I'm just getting started. So I'm saying watch this space. And if you want to be in a troop of women that is truly making a difference, breaking industry norms, and doing it together, go ahead and check out the show notes. I'm going to put a link in there. All you have to do is click a button to RSVP. It's Thursday, June 6th at 2 p.m. Eastern. If you register, I will find out a way to send you the replay link. Again, I just thought of this on the flight home. This is not a planned out launch. I don't have, well, I do have a sales page for the offer to be transparent because that's been around, but I don't have like a link to a masterclass. I don't have a way to share the replay, but we'll figure it out. Register. I will figure out a way to tag it. And yes, it's last minute, but I trust who is meant to be there will make it happen. So thank you for joining me on this little rant of a podcast. Again, I was so inspired on my plane ride home and after attending this event, and it was a different type of inspiration, but I'm eternally grateful because I feel like it's unlocking some of these things that I've been thinking about and not necessarily sharing. And I think they're very important. So if you're enjoying this conversation, again, come have this conversation in a group of like-minded women and let's do this together. So thank you for tuning in. I look forward to seeing you if you can make the call. Otherwise, join me next week and we'll be diving into how to show up in your brand in a true and authentic way. And I'm going to be taking these conversations and taking them further as we move deeper into the podcast. So until next time, keep shining bright and remember you are your own guru and let's make the second half of 2024 the best as it can be.