

S2: E86: Grow Your Brand Without the Burnout

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, welcome back. Today we're diving right into a topic that I believe is crucial for any entrepreneur looking to build a successful business and brand without sacrificing their personal well-being, which is scaling sustainably. And before we get into today's topic, growing your brand without the burnout, I want to quickly recap the last episode where I shared some significant changes I'm making to my brand and business. You see, I've been feeling this pull to step back from social media even more and really align with a way that feels more connected with my audience and also just lights me up more. I am continuing on LinkedIn a little bit, but I'm focusing most of my efforts on speaking and email communication, which honestly has always been my preferred methods anyways. I promised on the last episode to share my journey with you, and I'll keep you updated on how this shift is impacting my business and personal life. I am working on a few massive changes behind the scenes, but they're not quite ready to share. So stay tuned, and they are coming soon. Today, however, I really want to continue last week's discussion because I've heard from so many clients, women in my community, and from colleagues that they are simply sick of the hustle, right? Many have ditched the hustle in some sense, but in business, it can tend to creep back up on us. Mind you, there will always be seasons in life where busyness comes, and that's okay. Sometimes you'll have a launch or you'll have just a big influx of clients, which who doesn't love that? And so we have to know that those seasons are going to ebb and flow, and it's okay if we love working with our clients, right? I'm guessing you're okay with that, but you don't want to be on that hamster wheel. You don't want to be hustling all the time. So I feel you when perhaps maybe things that used to be working are no longer working, or you're just feeling not in flow or aligned, and maybe you know exactly what you need to fix. Maybe you really are not sure yet, but the thing is, it will take a toll on your growth. So I want to also revisit a concept we talked about last time, because if you missed it, it's important. And even if you listened to the last episode, I want to bring this back up. So the 10x concept, right? 10x is easier than 2x. It's all about aiming for those audacious goals and then cutting out the 80% that doesn't serve that vision. When we go for those massive goals, the goal isn't to hit the goal, but it's actually to discern what is going to get us closer to the goal. It's not about achieving more. It's about being intentional. And when we talk about scaling sustainably, the 10x mindset is essential because it forces us to focus on what truly matters and eliminate distractions and energy drains. So I've been on my journey this self, myself, I've been taking on this journey. I've been taking a lot of women in my community on this journey, and I want to take you on a journey

as well. So think of it this way. If your goal is to onboard 10 new clients a month, imagine scaling that to 100. It doesn't mean working 10 times harder. It means refining your processes, enhancing your brand, and making every effort count. This is what leads to sustainable growth, where your business expands, but your personal well-being doesn't suffer. That's what I think is so important. And so many people talk about scaling, but it also includes a lot of extra hard work, and it's just not needed. And I see so many women burning out, or because they don't want to burn out, they focus on self-care so much, and then they don't get any traction or they're not making any profit in their business, which is really not okay either. So let's talk a little bit more about this balance between growth and personal well-being. As entrepreneurs, it's so easy to get caught up in that hustle, but we need to remember why we started this journey in the first place, right? For freedom, for fulfillment, to make a positive impact, and of course, to make more money for our family and for our well-being. Scaling sustainably means prioritizing your health and happiness alongside your business goals. So today, I'm really going to just dive into practical tips. Last time, I really kind of went on a little rant around what that looks like for me and asking you, what does it look like for you? What are you ready to let go of? What is that big 10x vision for you? But then, what's the point of knowing that if you don't know how to get there? So here's some practical tips for scaling sustainably while maintaining your personal well-being. The first thing I want to talk about is setting clear boundaries. As always, I'm super transparent, and a few years ago, and up until a few years ago, and I'm still working on it today, I was just about, so say if this is two years ago, I was about three years into my business, and I was deep in the hustle. I struggled with setting boundaries. I would work late into the night. Now again, there's seasons, and I'll still do that once in a while, but this was more often than not. Sometimes I'd miss out on like a family dinner. I really try not to do that, but it wasn't until I set strict work hours, communicated them to my clients, that I found a healthy balance. And really, it wasn't my clients that were demanding me to work these crazy hours. It was myself, because I had such high standards and high priorities. And once I set those boundaries, my productivity soared, and I felt more present and engaged in my personal life. So obviously, there's boundaries with other people that we could talk about. There's boundaries with team members we could talk about. But the first thing that I find is really helpful if you're not doing this already, and if you are already doing this, I want you to revisit it and see what you can double down on, but define your work hours and stick to them. It's essential to create clear distinction between those work hours and then personal time, especially when we all work from home, right? So easy to just keep going. Also, make sure that you time block if you're able to. So I made a new rule about a year ago to never take calls before 11am, and I try not to before noon, which gives me a lot of free time in the morning to do my personal routine, yoga, meditation, journaling, whatever that looks like. I try to fit it all in. It doesn't always all happen. And writing before I'm serving anybody else, and I'm just so much clearer and I get my really deep work out of the way. And so my to-do list, you know, there's always a to-do list, but it doesn't keep like getting backlogged, right? And so this helps prevent burnout and ensures we have time for ourselves and for our loved ones and for, you know, getting outside and doing the things we love. So I urge you to think about this today, and maybe you've already been working on this, like I said, but what could you double down on in setting those clear boundaries? Are there, is there something that you know that you could be doing better and you just kind of have let it go? Second up is focusing on the high impact activities. So this goes back to the 10X rule. This goes

back to the 20%, right? Really sit down and identify the activities that have the most significant impact on your business and double down. For instance, like I was talking about for myself, if you find speaking engagements bring in more clients than social media, focus your efforts on securing more speaking opportunities. Makes perfect sense, right? But how many of us think that we have to be on social media? So we spend 80% of our time there posting these random things when really we don't need to do that, right? And that's one example. So it's about maximizing your efforts to achieve the best results. And this is exactly what happened to one of my clients, Sarah. She realized actually for her, her email newsletters were generating a ton more work than her social media posts. When she would kind of repurpose the same content, obviously geared towards social media or geared to the email, email always won out. So she doubled down and really saw a dramatic increase in client inquiries and conversions overall. So doubling down on what is working is always our best bet as long as we also enjoy it. It's got to light us up too, right? It's got to be something you love doing. And I found so many people, I've kind of like seen two camps, especially with all of the women that I've either had in my communities or branded. A lot of the times people either really love writing or they really love speaking. So I'm a verbal processor, which I think is why it works for me to speak. I have this podcast, I love to speak on stage and it's how I communicate, right? But there's also a lot of people who don't love speaking and they love to write. So that could be blogging, email, writing for publications, right? So again, it's always on what are the high impact activities for you specifically? Not what other people are telling you you should be doing or all the gurus are saying is the only thing that works, right? I think I've repeated that a thousand times in the past 10 episodes, but it's okay. Like it needs to be repeated. What works for you specifically? Okay, next up is delegate and automate. So this is something that I wish I would have done so much sooner. And I see so many business owners, like when I get to the stupid, like specific revenue marker, then I will hire my first VA or then I will hire the next person. And it's not true because when you can delegate, it makes you more money. And there are so many amazing people that don't actually want to be business owners or they want to be embedded in other people's businesses and be behind the scenes and not be on social media at all or whatever. And so people, there's so many unicorns out there that you can hire to do the things that you're not great at. And if they're lit up and they're in their sweet spot, so you can focus on your genius, it just makes so much sense. So early in my business, I was doing absolutely everything myself. I think like all of us do, and that's fine. There's nothing wrong with that. But you don't need to be doing admin tasks, right? You want to be focusing on client work and creating content, maybe not for social media, but wherever you want to create content, we do need to be creating content and creating our programs and things like that. And it's overwhelming when we try to do it ourselves. So when I finally hired an assistant and invested in automation tools, it was such a game changer. I could focus on the high level strategies, client relationships, really serving deeply, and that significantly boosted business growth. Now I have this full, small, but mighty team, and I cannot imagine doing business without them. So again, wherever you are on your journey with team, please do yourself a favor and outsource your 80%. What are those high impact activities we just talked about that you should be doing? And how can you delegate the rest? And start somewhere, right? You maybe can't hire a full team right away. Most of us cannot. But slowly as you grow, the goal is when you hire somebody that they're actually helping you make more profit. And then you can turn around and use the more profit to hire the next

person. And it's a snowball effect. I don't know if you've ever heard of like the snowball effect and paying off debt. It's like a Dave Ramsey thing, I think. For me, it's like the same. It's the opposite too. Like you can pay off things, but you can also gain more and acquire more things. And for a little bit, I've also seen this be the demise of a lot of businesses. You're not actually making a lot more profit because you're reinvesting in the business. Then you get to the point where you have this sweet spot of the perfect little team. And you don't need to hire any more, but the profit keeps growing. And you're golden, right? So it is an investment and you need to look at it just like investing in your brand, investing in coaches, but investing in your team is massive. too. And you really need to learn to trust your team with tasks that don't require your direct involvement. This is another thing that I hate to admit, but you know, they talk about helicopter parents. I'm not so much of a helicopter parent. I think I've got that figured out. But there was a time that I was definitely a helicopter leader because, you know, you just want to make sure that your clients are served the best way that they can be and that you are, that things are going well. And so it's, it can be really difficult. But if you're, if you have a team and it's giving you more stress than not, that's probably what's happening. Or if you're afraid to hire a team because you're afraid it's going to take more time. The reason it takes more time is because you're helicoptering. So delegating tasks like social media, customer service, the little client work things that they can help with, the admin tasks that frees up your time to focus on strategic planning, the growth, all of those things we talked about earlier. But you have to trust your team. That is the main thing. And you have to find the right team. And sometimes that can take a little bit of work, but it's totally worth it. Okay, next up, you know, I cannot give tips without talking about your brand because that is the main focus of my business. But again, I talked about this last episode, everything in your business is under the umbrella of your brand, technically. So I could talk about anything in your business, and it would technically be talking about branding, but this is true brand. And so branding plays a really critical role in this process. And it may feel like, well, branding, how is that going to help me scale sustainably like that? Branding is just what your business looks like, right? No, the brand is the essence of who you are and what you offer. It's your story, your values, how you connect with your audience. So when you're scaling, you need to maintain a strong, consistent brand, because this ensures that your growth is aligned with your core values and vision, right? You need what I call a legacy brand, because otherwise you're going to keep rebranding every year or two as you scale and as you evolve. So the whole goal of the legacy brand is to look where your vision is three, five, 10 years out, what is that 10x goal, reverse engineer your brand, so you have a brand you can grow and evolve into. And that includes your messaging, as well as the visual aspects, as well as your offers, as well as your naming conventions, right? So I really want you to think about your brand as the foundation of your house, your house being the business. And as you build upwards, that foundation needs to be solid. This means being authentic, staying true to your mission, and ensuring that every touchpoint with your audience reflects your brand's integrity. This not only attracts your ideal clients, but also fosters loyalty and trust, which are key to sustainable growth and scaling, right? So the tip for this is really ensuring every action and decision aligns with your brand's values and your mission. Because a lot of times, we get shiny object syndrome, and we get distracted by only what's going to make us money or what some guru says or what we think we should do, instead of making decisions based on our values, vision and mission. And that is why the first thing that I do with every client is really go deep on

the vision, mission and values. Deeper than anybody ever, but I've had so many clients come in and say, Oh, I've done that work before, you probably have not done it as deeply as you need to, because this is the foundation to everything. And that consistency in your brand builds trust and loyalty among your audience. And whether it's through your website, social media, client interactions, you also want to make sure that your brand's voice is super consistent, which is why we spend so much time on voice when we develop brands. Okay, and then our final tip here today, is a little less strategic, and a little bit more towards the sustainable through self care. And it's a little bit obvious, but I think we as entrepreneurs have a really hard time doing it. And, you know, I was on a call the other day, a networking call, and the question that was asked was all about entrepreneurship, and you know, what they wish, what you wish people would have been taught in school to prepare for entrepreneurship. It was basically the premise of it. And a group of us got to talking and realized, you know, there's all this talk about entrepreneurs brains, like they say, most entrepreneurs are ADHD. I don't know if that's necessarily true or not. But I do think maybe it's more we're more creative. Maybe our brains are just wired differently. Because we're able to take more risk, we're able to think outside of the box, we don't want to be part of a system. Whatever that is, a lot of people could argue different things. One thing that I know for sure, is that we all tend to work hard and hustle, because we love what we do. And we want to be successful. And we want to make an impact that we want to serve people. And so what can tend to happen, especially if we're balancing a family and personal life and or personal life with the business, which many of us are, is it can really lead to burnout if we're not careful, right? And so taking breaks are essential. And this sounds so like trait like, okay, take breaks, I take breaks. I'm not just talking about like, standing up and going to the bathroom and getting a glass of water and then coming back to your desk. And I have to admit, there used to be times when I literally like, forget to eat lunch. And like, go to the bathroom, come back and like work for eight hours and just and then not even really realize it. And then the end of the day comes and be like, Oh my god, like I didn't even do anything. So now thank God I got a dog, which gets me out of the house every day. But it's not just about those mini breaks throughout the day. Also, like, make sure you're taking weekends off, plan vacations. And what I really love to do is plan mini sabbaticals for myself where I'll just rent a hotel room for a night. Go sometimes by myself. I love my family. Like we do so many things together. We take trips together. Especially this summer. It's been insane how much we're doing together. And it's so good. But you need that time to yourself too. So take a weekend away. And you can even make it a planning session, like do a little bit of work because you're probably going to want to. But take that time and you can recharge and come back with that renewed energy and creativity. And a well rested mind is so much more productive and innovative, right? And you know this, like, I'm not telling you anything new right now. But I had to say it. Because if you get honest with yourself, have you actually been implementing that? A lot of the times we know things, but we're not actually doing them, right? And I have to remind myself to I'll get into seasons where I'm not doing it. I'm like, Okay, definitely time for a break. Right? So that's it for today's episode. To wrap us up today, I really want to talk about one last time, the fact that scaling sustainably is about growing your business in a way that feels good, and supports your personal well being. It's about staying true to your brand, and ensuring that you enjoy the journey, right? It's not about the destination. It's about the journey. It's not about working harder. It's about working smarter. So thank you for being here. I hope you found these insights helpful. And as always, I love hearing from you. So

feel free to reach out and share your thoughts. Let's continue this journey together, creating businesses that thrive and legacies that last and until next time, keep shining and creating your legacy. 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 learn about how to create your legacy brand by going to YourLegacyBrand.com. Remember that what you leave behind is not what's engraved into a monument, but what is woven into the lives and hearts of others. What are you doing today to inform others to leave your legacy?