

S2: E85: Scaling Down to Speed Up: A New Approach To Business

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. Hey there, let's dive right in. Today I'd like to talk about something that's been on my heart lately, and it's also been on the hearts of a lot of women that I've been talking to. And this is finding our own path to success in our businesses and brands. Because oftentimes we are pulled in so many directions, especially as women. We have a household to run, whether it's just ourselves or with a family and with a business as well, it's a lot. And I know if you're listening to this and legacy is important to you, you also are on a mission. You have a message to share. You have a gift to share with the world. And so I really wanted to talk about how do we break the hustle and find more balance. Now, of course, the main focus of this podcast is branding, but this really does fit into your brand because ultimately your business is your brand and your brand is your most valuable asset. Because if you were to sell your business, yes, you're selling your leads and yes, you're selling your list and those types of things. But ultimately you are selling a brand. And so that's why all of this fits together. Really any piece of your business is ultimately under the umbrella of your brand. And I think a lot of us think, you know, I say this all the time, your brand is not logos and colors and fonts. It's the entity, the energy that you are creating of your business. So basically, let me paint a quick picture for you. The sun is shining. My daughter is laughing. We're playing. There's a live band with our favorite tunes nearby. These moments are precious and they remind me why I choose to structure my business the way I do. Because to be transparent with summer in full swing, I find myself just wanting to spend time with family, be outside, enjoy the sunshine and savor the simple joys of life like live music and of course serving my wonderful clients. But what I don't end up liking, and I don't mind kind of doubling down on during the fall and winter months when it gets a little bit cooler here, is all of the business little pieces that we have to do, right? And I have a small and mighty team and I give so much to them and they're amazing. But I'm guessing you're the same way, right? So last summer, I took a sabbatical and traveled to Europe and soaked in the culture and enjoyed a slower pace of life for a while. This year, I decided to keep things chill and stay closer to home so I could really relax and live a slower pace without the travel. But even with this decision, I've been feeling that pull between my business and family life. I didn't go declare an official sabbatical and that means juggling work and play. It's been a blast, but it's also made me realize that I definitely need to create more balance. So next year, I'm already planning on going back to a full sabbatical and in order to do that, I will have to be super intentional how I continue to grow my business. And I think that's another thing that we forget sometimes. I've been talking to a lot of business owners and

things, not for everybody, but for a lot of people, things have slowed down. Things that were working aren't working as well anymore. A lot of people are pivoting and shifting. And so a lot of times it's like, okay, our fight or flight comes out and people just start doing whatever they think they should be doing or whatever comes their way or however they can grasp at straws and make some money and forget to still be intentional and stay pointed at their vision and steering the ship towards the vision. So how about you? Are you feeling that same push and pull in your life right now? So I'm really curious, I'd love to hear from you. And again, because I've been talking to so many women that say the same thing. And at the same time, I'm so over the gurus that claim that they just sit on the beach and let the money roll in. Because let me tell you, I've been behind the scenes of a lot of businesses and talked to a lot of business owners and some of them claim it, but there's still a lot of hustle that happens behind closed doors, even with those evergreen offers. You'll see ads running for the evergreen offers, they still have team. There's a lot that we don't see for what's put out into the world. Now mind you, a lot of people have successfully found ways to work less. And that's awesome. But I feel like it's time to call out the fact that a lot of these things are just simply not true or misconstrued. And so I want to say today that to be clear, I am not perfect. And I'm not claiming that by following what I'm going to say today, you're going to sit on the beach and have income rolling in without doing the work. However, if you want to do things like take a sabbatical in the summer and be intentional about the way you're growing your business, and be a disruptor and not follow all the rules or what everybody's telling you, you have to do to be successful. That's what I want to talk about today. Because there is a way to set ourselves up for long term success. And that means there may be ebbs and flows and ups and downs because there's contrast and that's life. And that's okay. So you have to expect that but know that along the way, you're always moving towards that upward trajectory. And sometimes the tower needs to be crumbled and knocked over so you can build it back up in a more strategic and beautiful and stronger way, right? So I also want to talk about the fact that my main focus and what I really want you to start thinking about is ensuring that your business and brand is scalable, sustainable and sellable. These are the three pillars that I teach with all of my branding strategies. Because what's the point of having a beautiful aesthetically pleasing brand if it's not actually working for your business? And ultimately, we want our businesses to be scalable. You know, the talk about like eight, nine figures now, I don't ever really want to deal with that because that's a lot of overhead to deal with. But I still want my business to scale and I'm guessing you do too, right? Even if you're a one person show, it's always good to continue to have some sort of growth. And we want it to be sustainable. So it doesn't always need us to keep it going. So it doesn't wear us out and burn us out. And then ultimately, I found that so, so many women aren't thinking long term enough. They're thinking about how am I going to get through tomorrow? What's my next launch? How am I going to make the money? But they're not thinking about what's going to happen in 10 years when I want to retire in 20 years when I want to retire? What is the plan? Are you just going to close your business down and call it good? Or wouldn't it be amazing to sell it and add more to your retirement or pass it down to a child? And so through those lenses is always how I'm helping people craft their brand for their business. And I'm on my own journey to do that for myself. I've come such a long way since I've started five years ago. But there's still a ways to go to truly hit those milestones. So I want to quickly revisit something that I talked about earlier few episodes ago, which is the book 10x is easier than 2x by Dan Sullivan. It's an incredible book. It lists a

very simple concept, but it goes into a lot of detail and examples. And I've actually been leading the women in my community, the Legacy Lounge Collective, which is part networking, part masterminding in a really affordable way. We've been focusing on this concept. So the women in the community are the experts. I don't bring in guest experts, but then I also do specific trainings. And so we're going through this six month journey and actually implementing the book because as we all know, education is not implementation. And so when I read the book, all these light bulbs are going off and I was like, oh, this is it. This is how you can grow in a really powerful way. But it's so much more powerful when you have a group to cheer you on and hold you accountable. So I really wanted to bring it to a larger, my full community of women. So the reason I'm sharing it with you on the podcast today is because I really believe that this concept can help everyone grow your business in a more sustainable way. So I'm going to talk about this and I'm going to actually share my own framework of sustainability in your brand and business. So you kind of have like a holistic view that you can think about. And I know there's so many people out there talking about these things, you know, scaling and self care and all of the things. So that's not it. I'm really thinking about disruption, I guess is the best way to say that. How can you disrupt the industry with your brand because you choose to do things your way and put on the blinders and not listen to everybody telling you that there's a specific way to do things, right? So let's break down this 10x concept a little bit first. So the premise is when you aim for huge goals, so 10x, so I'll give you an example in a moment, you must focus and get rid of the 80% that doesn't align with your big vision. Because when you reach, when you're reaching for these massive goals, the ways to get there become a lot smaller, right? So okay, say I want to gain 10 clients a month. I could go on social media, I could do email, I could do, you know, partnerships, I could do X, Y, Z, I could do a billion things to get those 10 clients. But when I change that and 10x the goal to 100 clients, or maybe I'm already at 100 and I want to say 1000, whatever that 10x is for you, that changes the way that we can go about that goal, because it's a lot different to go after 100 or 1000 clients, and you're going to do that in a different strategy. And that's just one example. It could be monetary, you know, instead of saying, I'm going to reach \$100,000, I'm going to reach a million. Instead of saying, I'm going to reach 500,000, it's 5 million, right? So that 80% in ditching it is so key, because it creates so much more focus and potency that maybe you won't ever hit the 10x. And that's fine. That's not even the point of this. It's the how, the discerning the how is the point. And it changes everything, because once you discern, okay, what is the 20%? We all know those principle, the 80-20 rule, right? What is the 20% that I need to focus on to hit that 10x goal? Then you're bound to hit that 2x goal, like we typically just make our first goal and go for it. If you go 10x, you're bound to hit 2x, you might even hit 5x or 8x. And then if you hit your 10x, it's just a massive celebration, right? But it also doesn't put the pressure on you to actually have to meet that goal either. And I think there's a lot of processes. And what's the word I'm looking for here? Like goal trauma is the word. There's goal trauma that we experience as business owners. Because if you're a business owner, and you've met every single goal you've ever put out there, I think that's almost unheard of, right? Like failure is going to happen from time to time. And a lot of times we don't fail, but we think it's failure because we didn't hit our goal. But really, you still did very well. So a lot of people resist this process as well, because they have goal trauma. And it's oftentimes subconscious. You don't even realize that the goal trauma is there. And what happens though, is people hesitate to make any goals, or they hesitate to go big because of the past and something not working out. And so I... really

want to encourage everyone listening today and you specifically to think about, okay, that those past goals, there's always a reason for the failure for things not working out because you wouldn't be where you are today. I was just talking to a client the other day and we've been working on her brand for awhile and she is incredible. She's done so many incredible things in her business. Unbelievable. Yet she was looking at herself as a failure because she tended to kind of change her business model every couple of years. And she's like, I know if I just would have stuck with it, I could have been further and X, Y, Z and kind of going on this cycle and basically had goal trauma. And I looked at her and I said, you know, I, I feel you. And that could be true or what if all of those things actually brought you to where you are at today because the brand we're creating for her is absolutely going to be a movement and it's going to change so many lives. And I only work with women who are passionate and who have the potential to create movements with their brands. And it really shifted her perspective because yes, she was passionate about the various businesses that she had before and they were all somewhat successful, some very successful, but she was right. And she's like, okay, you're right. This is actually my legacy. Like this was where I'm meant to be. So all of those past things, it's okay. You're not going to get that perfect fit, that perfect idea right up front all the time. So after sharing that, it's been really fun also to see the incredible experts inside the collective declaring what big moves they are taking. And it's just really opening up my eyes to how we can put our stake in the ground despite any circumstances in the world. Because we all know, you know, the world's heavy right now. There's so much happening. I'm not even going to get into the details because you know, you know what it is. But the truth is, if you know history, shit's been hitting the fan since the beginning of time, right? And we all know that more millionaires and wealth is built during times of lack, I guess you could say, because those people that don't give up and really have passion and really keep going are the ones who amass the wealth. Well, the people who are in fear and in lack and going along with everything, they end up unfortunately not, right? And so I'm kind of going on a tangent here off of my topic a little bit, but you can see I'm just so passionate about this as well. And so again, this is the time where we have, I believe we have to really look at our businesses. What is that 80% that that we think is important or we think we should be doing, but actually it's keeping us from that potent 20%, right? And so for me, one of these big changes to remove 80% revolves around social media. You have probably heard me recently. I've been talking all about speaking and speaking in email have really been my preferred modes of calling a new client since the beginning of my business and social media just isn't it for me. And I have to be transparent. I have my own fears around this because everyone says you have to be on all the platforms. Everyone says, that's how you make the money. Everyone says X, Y, Z. And so although I truly believe that's not true, my subconscious and my fears and doubts often are like, okay, well will I turn out being irrelevant or miss out on opportunities if I'm not all over social media? Now as a brand expert, I will say that I think some form of being visible is always important and people will Google you. And if you just have no social media at all, that's not the best idea. However, I'm really tired of being on the hamster wheel. And every time I speak about this, I get so many messages from women who feel the same because social media can be a time suck and it often leads to overwhelm, resentment. And it's honestly just not good for our brains, right? So here's where things get a little bit tricky. If you know me and you've been tuning into the podcast for any amount of time, you know already that I'm very transparent and I have been kind of struggling with my social media presence. So I

handed the reins over to my team trusting them to take the content for my podcast, put it on social because honestly, I just didn't really want to deal with it anymore and hasn't been going amazingly well. Now, I've had a lot of people tell me like social media, like especially Instagram, the reach isn't what it used to be. People don't even see your posts, blah, blah, blah. So that could be part of it too. But I, I want to take some responsibility and instead of just blaming algorithms and say, kind of gave up on it a little bit. So I'm going to take some responsibility and flip on it a little bit to see what would happen. And you know, I'll still put reels together sometimes and things like that. But really my team is the one putting it out there, posting, helping me and taking my podcast content out there. And again, there's this nagging thought that it might be doing better if I handled it myself. But I know that something has to give. And for the same reason, because I just don't want to be scrolling myself anymore and putting my energy there. I left Facebook months ago. And so I'll post intermittently like a few personal things, but I left Instagram. So I'm, I'm feeling the urge I'm saying to leave Instagram, but I've been avoiding it. So what is that for you? Are you feeling that same way about social or is it something else that you've been feeling? Perhaps? I wouldn't say email cause I do think that email is very important for us as business owners, but maybe it's, you know, DMing people, or maybe it's how you show up on video. Like is there something that you're just over, but you keep doing it because you think you should or you've been told you have to. So you know, it's not supposed to work for everybody. That's the thing I want to talk to today. I was talking to a different client of mine yesterday and she's like, I was talking about the social media and she's like, Tiffany, I feel the same way. I just want to have a podcast. I want to be on other podcasts. I want to speak on stages, but I'm so tired of this hamster wheel and it's never felt aligned. I've never loved social media. So I encouraged her to follow what lights her up. And the funny thing is not even funny. The crazy thing is many of us, myself included and this woman I was speaking to yesterday, we left the corporate world, right? We left the corporate world to escape the air quotes system. And as entrepreneurs, we're supposed to have all this freedom and flexibility and like loving our businesses. And that's why we signed up to it. But most of us find ourselves simply joining a new system, right? Following what everybody says we're going to be doing, trying all the tactics, trying all the shiny objects. So I'm telling you today, it is time to break out of that system and find what truly works specifically for you. Because when we do that, when we follow our flow, when we do what lights us up, regardless, I mean, it will feel scary because you're not sure if it's going to work because I've been talking about social media optional and I haven't been putting a ton of effort into it. And my business is still very much working, but I'm not going to lie and say, I don't have any fears about going completely off social and what's going to happen. But I'm so convinced that our energy is magnetic when we follow our flow, when we're doing what's aligned and that affects every facet of our brand, right? Our energy is what people feel. They sense it, especially women. We're all intuitive. I don't know about you, but I can look at somebody on IG and even if they have a big smile on their face, I can feel if it's actually authentic or not. And I think that's true for most of us, even if it's not consciously, it's subconsciously. So when we're really doing what lights us up, our energy becomes magnetic and that makes a huge difference. So doing things we don't love eventually shows too, including being tied to social, right? And so the other thing I want to say quickly here is that if you do love social media, more power to you. Like I don't want to bash social media in general. There's some really amazing things to it. Personally, I want to use it for like recipes and

things like that. There's just too much coming into my brain personally, but some people really love it. And that's the point here. I'm not trying to shade anyone's choices. We are meant to find our own path to business success. There is no one way to do it. So today this is a fairly short episode because I wanted to just have this candid. I guess it's not a discussion because I can't hear back, but I really do want to hear from you. So please message me. You can do that on LinkedIn. I actually have been enjoying LinkedIn lately. So we can connect there or shoot me an email. Those links will be down below in the show notes because I do want this to be a discussion. I want to hear if this resonates with you, if you're feeling the same way. And I'm also declaring that I'm doing an experiment to prove that I do not need social media to thrive. I'm saying it, I'm putting it out here. You're the first one to hear it, putting it out in the universe. And I would love you to follow me on the journey. Now, like I just said, I've been enjoying LinkedIn, so I'm not leaving completely. There's some ways I'm still planning on being visible, so I don't completely go off the grid, but I'm going to continue this discussion in the podcast along with other things. And of course I will be getting back to talking more about how to make your brand epic, a category of one magnetic, all of the things. But I want you to know that I'm navigating this journey with you and whether it's social media or some other aspect, I really am encouraging you to ditch the things that are no longer serving you. Go all in on what lights you up and what is working. So let me know. I want to cheer you on. I want to encourage you to take that leap to an aligned business and the ultimate vision for your brand. And as we close out today, I want to leave you with a metaphor. One of my favorite metaphors from one of my favorite book, my other favorite book, *You Squared* by Price Pritchett. And this is thinking about a fly. A fly is trapped inside a room buzzing against a window desperate to reach the freedom it seeks outside. And despite its efforts, the fly remains stuck. The fly, unfortunately will not make it to the outside world. It's just going to keep hitting that glass window pane over and over, trying harder and harder. It's unaware that a wide open door is just 10 feet behind it. And we often find ourselves like that fly, pushing harder without realizing that a simple shift in perspective and simple shifts in the way that we're doing things can lead us to our breakthrough. And that breakthrough, for me, I believe and for us is the 10x mindset and stepping away from what doesn't serve us. If you're ready to make that shift, stay tuned. We're in this together. And again, I'm here to prove that we can build a successful business on our terms without getting trapped into a system that doesn't fit us. If you're feeling that same pull, know that you're not alone. And today I just really want to send a heartfelt thank you for being part of my community, for being a listener of this podcast. I truly can't wait to hear your thoughts and let's connect. 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 [TiffanyNumanCreative](#). 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 the screen. 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 in each day's monument, but what is woven into the lives and hearts of others. What are you doing today to inform others to be your legacy? Thank you.