

S2: E87: Why NOW is the Time for Women to Dominate as Thought Leaders and 5 Strategies to Turn Uncertainty into Opportunity

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, and welcome into this episode. Today we are diving into a topic that I feel is so relevant, and it's more relevant now than ever, which is why women business owners should focus on building their thought leader brands now, because the world has changed dramatically since 2020, and with these changes comes new challenges, but also new opportunities. Many of the tried and true ways of doing business and marketing of the past are no longer relevant, as our lives and the business landscape has shifted over the past few years. On top of that, as we all know, we're in an election year, and that spices things up even more. The truth is, many business owners are slowing down right now, or pausing to see what happens. And I'm the first to admit, it feels a little weird to be promoting our businesses when there's so much happening, and there's so much up in the air right now. However, those people that react in fear rather than taking strategic action are going to fall behind. So although things feel shaky right now, on the other hand, those of us who look at it as an opportunity, while navigating the turbulence and supporting each other, can achieve massive growth. And really, that is my goal right now, is to not only continue to grow my business, but more than anything, to step up as a leader, to shine the light, and to support others to grow their businesses as well. And the thing is, during my corporate years working with countless Fortune 500 brands, I saw firsthand how companies would either double down and grow during downtimes, or fail to innovate and adapt, and unfortunately, end up closing up shop. I've learned that stepping into change with fervor is key to monetizing the opportunities that are currently being presented to us. And that's all about growth mindset, right? As entrepreneurs, we are called to have growth mindsets, and looking at things as opportunities, just like I look at so-called failures as feedback, during these times, a lot of people are potentially freaking out. And instead, yes, we have to be mindful, and we don't know what's going to happen, but there are opportunities waiting for us. And based on watching these massive brands succeed, despite uncertainty, I'm going to share my five top tips that will help you adapt and evolve to achieve long-term growth and success. I'm really excited to share these, and I truly believe these are the top five things that we can do right now in order to stay afloat, but also rise to the top. So let's dive in. So in today's fast-paced world, your customers are bombarded with marketing messages. And that hasn't changed. That's been the case for a while now. People are overwhelmed by their to-do lists and consistently distracted. That just gets worse every day, I swear, right? And as business owners, it's easy to get caught up in our

own hectic schedules and neglect our client journey. But let me tell you, this journey is one of your most valuable assets. So my tip number one today is focus on your customer journey. You might want to call it customer journey, client journey, whatever suits you. The thing is, from the moment a client or customer becomes aware of your brand to the final step of working with you, every single interaction counts. And I'm sure you've heard this before, but again, so often we're flying the plane as we're building it. We're thinking about all the moving pieces. We're either trying to do it ourselves or with a small team. And there's a lot to think about. So you really want to focus on a stellar customer experience because this not only retains customers and clients, but it turns them into loyal advocates. And one thing to think about here is surprising and delighting your clients, right? What can you do that is unexpected that's just going to be like, wow, this is the best experience I've had. And or if something goes awry, which it inevitably will at some point, it's how you react and fix the problems. So I have a lot of things in my client journey where I love to give client gifts and I do things to surprise and delight my clients, but I'm also the first to admit that things aren't perfect and we've had issues arise once in a while. And so when that happens, I am the first to jump on a call with a client, figure out what we can do to go above and over to fix the problem, right? And I can't tell you how many clients, they may be upset in the moment when something happens, but by the end of the journey, the reason I have some of the best testimonials that I've ever seen, not to toot my own horn, but as women, we don't do this enough. So I encourage you, you need to share your wins because that's how people learn to trust you. If you go to my website, I have some of the best testimonials ever, and they bring me to tears when I'm looking at them, but that's because I always make sure that we're really paying attention to the client journey. And that's one of the things that I learned from the corporate giants. They're not perfect either, but we would spend so much time and effort and they would spend millions of dollars working on their brand, working on their client journey. So when you open a box of a product, you know, there's a little surprise in there for you. There's feedback. There's all these different touch points that really help people fall deeply in love with the brand. So investing in elevating your client's experience guarantees an ROI, especially in uncertain times. And especially as a lot of people have been kind of duped or have not had the best experiences in the past, when you show up and you offer that amazing experience, it really makes a massive difference and they're going to shout it to the rooftops to everybody else. Okay, so this next tip might be a little controversial, but I'm sticking to it. You've probably heard, you must find your niche. The riches are in the niches. And of course, specificity is key for a successful business to a point. Many schools of thought say you must niche down. So you're speaking to a single person and they'll teach you to create this avatar or to be one known for really one specific thing, right? So you've probably seen this like, okay, I'm speaking to a woman who's 42. Her name is, I don't know, Jeanette. She has two dogs. Her kids are gone. She you know, X, Y, Z, like making this really detailed summary of a person. But there is a thing as being too specific or too niche. So I say ditch that speaking to one person thing because you are really ruling out a much broader audience. Now I also agree that if you're speaking to no one, that's not going to work either, right? So there's a sweet spot in the middle. And one of the examples I love to share is a client of mine, Philippe, and I do work with men, by the way. I mostly work with women. I usually talk about women. So the title of this episode says women business owners, because that's my client avatar. But I do have men that come in from time to time. And that's a whole nother thing we could talk about is when we're talking about nailing down our niche and

nailed down our client avatar. We're focusing on a segment of an audience, but we're also not ruling out outliers. And by doing that, you're still bringing in those other people. So for instance, even though I talk primarily to women, Philippe noticed that I was an expert and still worked with me. So anyways, he is a marketing expert and his niche was online challenges. He focused specifically on helping business owners run online challenges and how to grow their business doing that. And he got known for doing that one thing really well. However, he realized the disadvantages of niching down because such a targeted offer and brand really only gave him a small market. So he ran out of clients quite quickly. He wasn't able to pull in a larger profit. And in the long run, there was limited growth due to a smaller group of customers buying products. And ultimately the customer journey was just way too short. And the reality is we are all multi-dimensional, right? We have multiple passions, especially as entrepreneurs. And when we pigeonhole ourselves into a niche, we sell ourselves short. We not only owe it to ourselves to share all of our genius, but we also owe that to the people we can serve. Niching down too far can actually cause a disservice to you as a business owner as it's exclusive rather than inclusive. So we helped to reposition Philippe and his brand and pivoted him into a broader market base as a marketing strategist while still keeping his raising fans. Not only did his revenue increase, but he felt reinvigorated because he was creating new content, new connections, and really growing his business exponentially. So when you reevaluate your niche, it's important to think long-term and really think about an audience, a broader audience rather than a single avatar or focus. Reversing your niche will lead to serving more people so you can easily allow for more growth without losing your current client loyalty. Now of course there is an art and science to this, so always feel to reach out if you're feeling called to expand your niche, but you feel stuck on where to start. Now point three today is all about being flexible. There are over 582 million entrepreneurs worldwide as of 2021. I don't know why, but I couldn't find any stats as of 2024, so I'm just going to go with that quote for now, but still lots and lots of people who are starting businesses or who are in business, right? And most likely there are quite a few in the same line of business as you are. The law of requisite variety suggests that the most flexible element in the system generally controls the system. Now that might just sound like weird mumbo jumbo to you. This is an NLP presupposition and it's true in business, in family, in relationships and more. So basically what it's saying is that the person who is able to be flexible and change their viewpoints or change it up is going to be the one who ultimately controls the system because it's not that they're bending to other people, but they're able to see from different viewpoints, be flexible and kind of navigate more elegantly, right? And so if we consciously shift the flexibility that we apply to our work and our behaviors, we will in turn have more control over our outcomes. So this is really awesome because a lot of times we as business owners are taught, okay, you got to plan way ahead. You're going to, before January, you're going to plan out your whole next year, when your launch is going to be, what are you launching? How is this going to work? And the thing is, is when we create these rigid plans and we create our content and all of the things way too far in advance, now I'm the first to say you need to plan in advance or else you'll be scrambling all the time, but too far in advance, we don't allow for flexibility. And the thing is, is being flexible while working towards your goals allows you to increase the probability of achieving success. And it will allow you to soar past others who are continuing to repeat the same tactics of retreating and pulling back when uncertainty hits. So kind of going back to what we talked about earlier, it's uncertain right now. People are in

uncertain times and a lot of people are just continuing to do what they always did and wonder why it doesn't work. Where if you can say, okay, obviously the feedback is, it's not failure. This is feedback that was, what was working is no longer working. How can we adjust and adapt and pivot and be flexible and be open to testing new things and try new things without the fear of failure? Because ultimately you will find what works. You're never going to find what works if you don't try, right? So I want to give you a few examples. Think of Blockbuster and Kodak. Remember those brands? There's a lot of brands that missed the mark in being flexible as technology has evolved at the speed of light. Those were massive brands when I was a kid, a teenager. Depending on your age, I'm probably dating myself. But you'd go, you'd rent a movie at Blockbuster, you'd have, when I was really young, Kodak film. Even in college, I was lucky enough, they still had a darkroom. And I loved developing my own film. Although, I will say there was digital cameras then. But now, you can't even find either one of those things, right? And the thing is, they kept doing what they were always doing. And when a business is inflexible, they get stuck in an old model. And they eventually fail to exist, is what it comes down to. So I don't say this, again, to scare you. I'm saying this to look at what opportunities are here. And whenever a lot of people are heads down and worried or just putting their head in the sand, you can be one of the ones who is paying attention and being flexible and adapting. So what I'd like to encourage you to do instead is look for elegant solutions and the path of least resistance. If the things you're doing have quit working, stop doing them. And get ruthless about trying new things. So an example for me is if you've been following along on my journey, I realized that still branding and the brand essence, which we're going to be talking about here in the next few weeks, are my core business. But after a brand is complete, a lot of my clients wanted to implement. And to do so, for me, speaking has been the thing that's grown my business the most. And so when I shared this with clients, a lot of them got interested. And I noticed that. And so I created a new offer, which helps people create their signature talks. And I was trying out different ways. Last May, I ran a retreat, went amazing. I'm like, OK, this works. The test worked. I wasn't sure how to bring it out into the world. And I tested some new models and got it to the point where it's working really well. And I have a new retreat coming up in January. So if you want to learn more about that, just hit me up. But that's not the point here. The point is soon enough, you will create new opportunities and outcomes that were better than you even ever imagined. And that will turn any uncertainty into a unique opportunity. So one of the things I suggest you do after listening to this podcast or even pause it right now and just do some brainstorming, is it time to change some of your offers? Is it time to change the way you approach your offers? Is it time to what can you be flexible in, basically? That is what we want to think about. OK, next up is digital presence. Now, all of these obviously weave together and feed off each other. And we just talked about technology changing at the speed of light, the uncertainty in the world. We are in the digital age. And you know this. Having a strong online presence is pretty much non-negotiable. Because if nobody knows who you are or they can't find you online, then you really don't have a business, for the most part. I mean, maybe there's some random people getting away with that. But your website, social media, online content all needs to reflect your brand's values, your mission, and so much more. And your digital footprint is the first impression that potential clients have of you. So you have to make it count. Because the truth is, we tell our children, don't judge a book by its cover. But when we're scrolling or we hit a website, there's literally like 0.2 seconds that people have to react. First impressions are

everything. And so you need to use your digital online presence, obviously, to share your expertise, connect with your audience, and establish yourself as a thought leader. So this is nothing new that I'm sharing now. But just remember that the more visible and accessible you are, the more trust you build with your audience. Of course, you're not only going to attract new clients, but also strengthen relationships with existing ones. Now, the thing I want you to think about here is twofold. You want to make sure that your website is on point. Like I said, you have like 0.2 seconds. So the funny thing is recently, I've had a few people when I was doing introductory calls with potential clients, I had a woman. Actually, I've had this happen a few times. Say, I was told by one of my coaches that I don't even need a website. And I said, you know what? That is true. You can go ahead and build a business and make some profit without a website this day and age. You can put it all on social media. However, if you truly want to become a thought leader, you want to speak on stages, you want to have publishers grab your book and be excited to produce them, you want to create massive partnerships, you have a big dream, there is no way you can get away without a website. I don't want you to feel like you have to be everywhere, however. That's another thing that gurus claim. But that's a simple recipe for burnout, right? So I do recommend being on at least one social media platform so you stay relevant. But if you're not a huge fan of social media like me, you can do blogging, vlogging, podcasting, live streaming. There's so many other ways, and especially speaking, to share your knowledge and connect with your audience on a deeper level. The trick is to look at it like a Venn diagram. Where are the places you enjoy putting your time and effort that you actually like it, because otherwise you're going to get burnout? And where does your ideal audience actually hang out? Find that sweet spot in the middle and go all in. The more you think about that along with your website as your digital storefront, then you will have that presence that precedes your reputation, OK? The other thing I want you to think about today is regularly updating your content to keep it relevant and fresh and investing in SEO. So SEO, most of you who are listening are going to know what this means because you're a smart business owner. But just in case, SEO stands for Search Engine Optimization. And in the back end of your website, we do this on all of our clients' websites to make sure that they are found basically by Google and AI. And it's a huge, crucial aspect of your digital presence. You can't just put up a website and have social media. You also want to optimize your website and content for search engines. So if you're blogging, you need SEO. And the great thing is that YouTube and Pinterest also serve as SEO because they're searchable. So this is why another reason that I'm not a huge fan of social media because once you do your Instagram posts, now you can search tags and things like that. But who actually does? I never look for specific hashtags personally. But I do search on Pinterest. I do. I have searched on YouTube. I search on Google. So those platforms are much better to invest your time into because people are literally looking for what you have to offer. And then you can be found. So this increases your visibility and attracts more organic traffic. The thing is to think about, though, SEO strategies are changing with AI in place. And nobody really knows at this specific moment how that's going to affect SEO. So this is one thing that I do suggest that all thought leaders stay on top of to ensure your brand appears in search results when potential clients are looking for services like yours. And I believe that the AI is actually going to do us a favor because when somebody searches specifically, instead of ranking just on the amount of hits that your website have had and certain keywords, the AI is going to do a much better job of crawling the internet and finding exactly what the person is

looking for. So the more content you have online that's specifically using the words your clients are using, the more you're going to show up, which is pretty darn awesome. And so we're really always thinking when we're copywriting clients' websites, what keywords are people searching and making sure that's in the content. So really important as far as your digital presence. All right. So we are at our last but definitely not least point here, number five, is your messaging. And the thing is, the reason I put this last is the messaging is the core of your brand. It's not just about what you say, but how you say it. And you've probably heard me say this before as well. Your brand is not your logo, colors, and fonts. Really, those things don't matter that much. And it's probably crazy for you to hear a brand strategist say that because when we think of brand, we always think about the visuals, right? But I really view those as the icing on the cake. Yes, it's the first thing people see, so it needs to be amazing. But it's the messaging that's going to call people in, right? So clear, consistent, and compelling messaging attracts your ideal clients and sets you apart from everyone else doing what you're doing. It communicates everything that you are, how you serve people. And like I said, it's the magical potion, I guess you could say, that is going to tell people who you are, what you do, why you're doing what you're doing, why they should care, and ultimately, why they should work with you. So this is the time to spend time refining your message. Ensuring that it resonates with your audience, that perfect fit audience, and reflects your authentic voice. And you've heard people say this, right? Copywriters say this. Other brand strategists may say this. Business coaches say it, right? The thing is, your messaging has to require a deep understanding of your audience's needs, desires, and problems. Those are shifting right now. So people who are using and continuing to use the same messaging are going to fall behind. And your brand's promise to the world is your message. You need to ensure that it resonates and that powerful messaging will transform how your brand is perceived. And perception is everything, right? It's what turns potential clients into loyal customers. And so we're in these interesting times. We don't need to even dive into the details of that. But the message that you crafted last year may not resonate this year. And this is where the framework of my legacy brand method really comes into play. It's really cool because all of my clients who have gone through that method in the last four years still has a very solid foundation in their message because we've uncovered their unique brilliance, their clients' needs, and problems that aren't going to change because a lot of them won't change. But recently, I recommended to all of them that they need to shift the approach in their messaging to stay relevant. Once you craft a brand foundation, 90% of that is going to stay true. But there's always about a 10% that you're going to want to shift and change as you evolve, as times evolve, as technology evolves, as our world evolves. And so the best way to do this is to conduct market research, gather insights, where are your ideal clients at, and really get out there and ask questions. And then use that information to tailor your messaging. Then you can speak directly to their current challenges and aspirations, showing them how your brand can provide solution and add value to their lives. And I guarantee if you do this, it's really going to set you above everybody else who's kind of using that same old tried but true message that people aren't going to resonate with, because times have changed. Now, beyond just messaging, but it's still part of messaging, or actually messaging is part of it, creating what I call a brand operating system, or for short, a brand OS that works for you, is also crucial. This means developing a cohesive messaging brand strategy that includes automated processes, templates, and guidelines to maintain consistency across all of your brand. Now, some of you

may be listening to this and be like, oh, yes, processes, blah, blah, blah. I love it. You want that. Some of you, if you're like me, you're a quick start, you are slightly ADHD, you're a creative. When I hear processes, and I'm just being super transparent here, templates, guidelines, and consistency, I'm like, blah, like, I hate it. However, I've come to find through the 15 years of corporate and working with. Thought leaders, you have to have it. So I've forced myself to create a process for myself that now I teach all my clients to develop a well-designed brand operating system because it saves you time, it saves you money, and it ensures that your messaging and your overall brand remains uniform and effective even as your business grows. So it covers that 90%, allowing that 10% to flex, right? So we talked about that flexibility. It gives you room for flexibility, but it also gives you a solid foundation. So it's just like the groundbreaking tool that I believe everybody needs in their business now more than ever. So this is like your templates for social media posts, email newsletters, brand guidelines, how your messaging should look and feel, your brand manual. And the thing is, this ensures that you can stay on brand, but it also ensures that anyone creating content for your brand can do it accurately. So if you look at big brands, say like Mel Robbins, Amy Porterfield, you know, all of the big names, whether you resonate with those two or not, they have this brand operating system in place. They probably don't have it named because this is a name that I've recently developed, but they're not the ones creating all their posts and writing all their content. Like they're too busy for that. And same with us. We should not be doing all of the things in our business. So by investing in a strong messaging strategy and creating an efficient brand system, operating system, you can focus on what you do best, serving your clients and growing your business while your brand continues to work for you in the background. This saves you time, money, and ultimately it saves your sanity. So if you're still a solopreneur, it's still important to create a brand operating system because that's what you're going to need to scale. If you have a team, the brand operating system is the thing that if you install it, will allow the team to work effectively and really streamline everything. So if that brand operating system sounds intriguing to you, it's actually part of a secret massive change I hinted to earlier in this episode, and I'm going to reveal the full secret next week. So be sure to stay tuned and watch for the next episode to go live next week, because I am so excited for you to be the first to hear how I am disrupting the online business world. So I'm walking my talk here. I'm telling you, I don't plan on being Blockbuster. I don't plan on being Kodak. And so to do this, we need to disrupt. So ultimately today, on top of everything else I shared, I'm encouraging you to think about how can you disrupt your industry? Because I want to remind you that millionaires and billionaires are often created during down times. We've seen this pattern repeated over and over in history. And you have a choice here. You can go down the scarcity rabbit hole, or you can look at this as an opportunity. The landscape of business has shifted, and with it, the strategies we use also need to shift. So to recap here, by focusing on your customer journey, being flexible, reversing your niche, adapting to new realities, harnessing the power of your digital presence, up-leveling your message, and installing a brand operating system, you can position yourself as a thought leader, disrupt your space, and ensure long-term success no matter what circumstances or challenges you encounter. So now is the time to step into your power, embrace these shifts, and build your legacy brand. I really appreciate you being here today. I can't wait to hear what you think. Please do send me a message, send me an email, reach out on LinkedIn, and let me know what you enjoyed most or what aha moment you had during this episode. And if you're

ready to dive deeper and get personalized guidance to elevate your brand, of course, don't hesitate to reach out, and let's make your vision a reality. We'll 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 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 monument, but what is woven into the lives and hearts of others. What are you doing today to inform others to leave your legacy?