

## S2: E88:My Groundbreaking Secret to a Thriving Brand (+ BIG Announcement)

Hey there, I'm Tiffany, and you are listening to the Your Legacy Brand Podcast. If you're a high-achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place. I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my life's work and to support entrepreneurs like you to do the same. You pour your time, energy, and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future. I'm here to provide you tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand. Whether your big vision is to be a New York Times bestselling book author, stepping onto the TEDx stage, or simply having a sustainable business and income doing the work you love, my goal is to take you to being seen as the go-to expert in your space. So sit back, relax, and let's jump into today's episode. Hello there, and welcome back. I am so excited for this episode, and I hope you are too. Today is my big announcement where I'm sharing how I am disrupting the online space, specifically in the area of branding, with a new concept that truly changes everything. So let's dive into this big reveal, which is actually twofold. So last week, I hinted at the first concept, which is a brand operating system, or as I like to call it, a brand OS. One of the core elements of a legacy brand, which is a term I coined about a year into my business as my own method of branding, is developing a brand foundation. This includes all elements in your brand, and so if you've been listening to me for any amount of time, you know that it's so much more than the visual manifestation of your brand, the logos, colors, and fonts. It's also your messaging, your client journey, your offers, your naming conventions, your titles, and so much more. I personally have been guiding clients on this journey in creating their brand foundations for almost six years now, and all of my clients have had epic results. I've talked about the legacy brand method, but never actually named the process of implementing these foundational elements into a business, because clarity on your brand, the message, the way you speak to your clients, all of that is wonderful, but without taking action on it, it's simply messaging that is not working its magic, and you can't make your message a movement without action. So a brand operating system is what I'm calling the system that we install in your business so you have a legacy brand that stands the test of time. It's what creates the perceptions in your ideal clients' minds. It determines everything, your sales, your profits, and ultimately your results. I truly believe it's the main thing that's missing from most people's businesses. If you look at major thought leaders like Amy Porterfield, Marie Folio, Brenda Bouchard, the list goes on, Tony Robbins, whoever you can think of, they have a brand operating system. Now they may not call it that because that's a term that I'm coining right now, but they have this magical element that's working behind the scenes, that's taking the work off their plate, letting the brand do the work, and letting their team operate it. So let me ask you a few questions. Is what used to work for your client attraction maybe no longer working? Or perhaps you're ready for the next level in your business, but it feels hard or overwhelming to get there. Or maybe you want to disrupt your industry like I'm striving to do, and also I help my clients to do, but you can't figure out quite how to do it. The thing is, all of these issues arise when your brand is not doing its job. Your brand has a job to do. That's something I want you to think about. Now think about the magic you feel at Disney World, the seamless experience of checking in at your favorite luxury hotel, or the moment you signed up for a new program and

you're not even aware how it happened. Have you ever done that? Like all of a sudden you find yourself looking at the sales page and then you sign up and you're like, wait, what even happened? It's what we call a magical brand experience. And the truth is it doesn't happen by accident. It's the result of an operating system behind the scenes, the core vision driving it and all of the small details that make it magical. And as I mentioned, every brand and every business has an operating system that's running your brand, whether you are aware of it or not. So think about a computer, a great operating system or OS is elegant and seamless. You don't see any of the code behind the scenes, but if that code is broken, you will definitely know it because things are not going to be running seamlessly. And as an entrepreneur, this could be causing a list of different things. If you have a broken operating system, it means you probably built your brand without a strategy. This leads to difficulty standing out because there's a sea of people offering the same service and a weak brand makes it challenging to capture the attention and differentiate yourself. This limits your ability to attract your dream clients and command your rightful price and charge what you want to charge in the market. That tends to lead to missed opportunities because without a compelling online presence, you can really miss out on valuable collaborations, partnerships, and media exposure opportunities that could otherwise elevate your brand and expand your reach to new audiences. Now all of this often leads to low brand loyalty because a lackluster brand operating system will fail to inspire loyalty and engagement. This leads to high turnover and often missed opportunities for repeat business and referrals that tend to drive sustainable growth. And the last two things are reduced perceived value and limited growth potential. Perception is everything. So when you have a weak brand OS, people will tend to undervalue your offers and this is where you fail to command premium prices. And it also will kind of stagnate your growth trajectory and limit your growth potential. So the truth is your potential clients have an abundance of choices when they're looking for your type of service or offer. And the way to stand out is having a strategic brand operating system that truly positions you as the authority in your space. The very good news is that you can reboot, upgrade, or completely change your brand operating system and create your own magical brand experience. When you do this, it turns everything around in a 180. So instead of holding you back, instead it gives you a competitive advantage because with a magical brand operating system, you will stand out from the digital crowd. You can showcase your unique personality, attract those dream clients, and ultimately create a ripple effect of impact. And who doesn't want that? You show up as the trusted authority because a powerful brand operating system establishes you as the go-to expert in your niche, earning trust and admiration of the online community. Now this doesn't mean you have to be all over social media because if you've been following me, you know I don't love social media. But this means the trusted authority as far as people booking you to speak on their stage or on their podcast or really wanting to partner with you. All of this leads to what I like to call fierce advocacy. A compelling brand operating system has a compelling brand story within it, and this sparks a fire in the heart of our community, igniting passion and loyalty that fuels our business growth through genuine word-of-mouth referrals and heartfelt testimonials. Which leads to, if you have that word-of-mouth referrals, heartfelt testimonials, that is what I call a premium perception. With a powerful brand operating system, we command attention, we command respect, and our audience recognizes the value we bring and eagerly invests in our products and services. Now the last few weeks I've been talking about how we need to navigate these uncertain times, and

a brand operating system allows us to have agile adaptation. It allows us to have flexibility. It roots us in a strong brand identity, but it also allows us to stay nimble and flexible and ready to pivot and evolve in response to shifting trends, technology, challenges, and really adapt to emerging opportunities because we live in an ever-changing online business landscape, right? All of this leads me to my second big reveal today. I'm so excited to share, but before we go there, one more question for you. Are you ready to uncover the untapped potential of your brand and to elevate your authority, amplify your impact, and achieve greater wealth? If you say no, more power to you, but I don't know who wouldn't want those things. The first step is to take my brand new brand operating quiz, so it's the brand OS quiz for short, and uncover the key to unlocking your full potential for making more money, being seen as an online authority in your niche, and make a lasting impact in the lives of your audience. This quiz will help you discover the glitches in your brand operating system and how to optimize and get your brand running smoothly again, so you can captivate and convert your audience like never before, because like I said, you have a brand operating system, whether you realize it or not, and the cool thing is once you realize the gaps, you can go ahead and reboot, refresh, and get it operating smoothly again. So by answering just a few simple questions, you're going to gain invaluable insights into the current state of your brand and your online presence, and understand how you're being perceived by your audience. You'll receive results that pinpoint areas where you can amplify your influence and elevate your visibility. You'll discover how strengthening your brand can attract more clients, command higher fees, and position you as that go-to expert. You'll also understand strengths and weaknesses of your current branding efforts, allowing you to identify areas for improvement and prioritize strategic actions to elevate your online presence, and ultimately you'll be ready to harness the power of your brand to make meaningful difference and achieve your goals with confidence and clarity. I am so grateful you're here today to witness this new area of my business, and I can't wait to support you in your new era of your business. Because after 15 years in the corporate world, working with global brands like Adidas, Burt's Bees, FedEx, and Stolli Vodka, and now almost six years working with countless women entrepreneurs, what I realized was that in the online world, your business growth is directly tied to how your audience perceives you, and how flexible you are, and how much you're willing to invest in your own personal growth. And being seen as an authority is the key to reaching your big vision. Especially since 2020, a lot of people are jaded by gurus out there who don't actually deliver what they promise. So if you show up, you have this brand operating system which positions you as authority, and you provide amazing opportunities for your clients, amazing results for your clients, this is going to be a game changer. Whether you're a seasoned entrepreneur or newer and starting the journey, this quiz will provide you with actionable insights to refine your brand strategy, connect more authentically with your audience, and unlock new growth opportunities for your success. So go ahead and jump into the show notes for the link, or simply type in [yourlegacybrand.com/backslash/quiz](https://yourlegacybrand.com/backslash/quiz) and learn what your brand operating system is. I can't wait to hear what your results are, what you think, and of course, be sure to stay tuned for more disruption and valuable content that will help you transform your brand when the world needs it most so you can be part of the ripple effect for good and make your message a movement. Cheers to your legacy, and I can't wait for you to take the quiz and take the next steps. We'll see you next time. 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 Tivi 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](http://YourLegacyBrand.com). Remember that what you leave behind is not what's engraved into a dead monument, but what is woven into the lives and hearts of others. What are you doing today to inform others that you are your legacy? 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](http://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?