

S2: E89: The Secret Powerful Engine Behind Successful Brands

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, today we are diving into an exciting topic that could transform your business. It's a proprietary way that I've developed to redefine branding, and it's called your brand operating system. And stick around because I have something super special that's free that will help you guide your way and uncover the untapped potential of your brand towards the end. Ready to dive in? So let's start with a crucial concept, your brand ecosystem. Think of this as the environment in which your brand lives and thrives. It encompasses everything from your visual identity, your messaging, to the customer experience, to how you even show up in your brand. And really, it's what creates perceptions in the mind of your ideal clients and helps you stand out in a crowded market. It's truly the difference between crickets in your offers and sales on autopilot, or raving fans and nobody knows who you are yet. Now within this ecosystem, there's something even more foundational, your brand operating system. This is the core framework that drives your brand's success. It's like the engine running behind the scenes, ensuring everything operates smoothly and effectively. And so most people build this brand operating system unintentionally, because we tend to build the plane as we fly it when we build our businesses and entrepreneurship. So if you're like, oh crap, I don't have a brand operating system yet. That's okay. That's what I'm here for. Now most people have one again, whether they realize it. So a lot of times when things are stagnating in your brand, what's working is no longer working, or you've hit a plateau, the biggest issue is your brand operating system needs a reboot. It needs a refresh. And a lot of the times, if you haven't intentionally created one from the get go, you really need to go back and create one from the beginning. And then everything, it's like giving your business a tune up where everything will then move more smoothly, more elegantly, more efficiently, saving you time, money, and energy. And also bringing those ideal clients in droves to your business, because you'll finally look the look, walk the walk, and talk the talk. So I help my clients create these foundational pieces in their brand operating system. And it allows them to have a brand that is scalable, sustainable, and ultimately sellable. We'll get back to more about that in a moment. So imagine this, you're at Disney feeling the magic, or maybe you're checking in to your favorite luxury hotel seamlessly. Or even that moment when you sign up for a new program, and then you're like, how did I even end up signing for this thing? Because it happened so smoothly. This is what we call a magical brand experience, and it does not happen by accident. It's the result of a well-crafted brand operating system working

behind the scenes. And like I said, every brand has one of these, whether you're aware of it or not. So think about your computer, a great operating system is elegant and seamless. You don't even see the code behind it, but you know when something's off. The same goes for your brand. If your brand operating system is broken or outdated, your audience will notice. So here's the good news. You can reboot, upgrade, or completely transform your brand operating system to create your own magical brand experience. And this works whether you're fairly new in business, and you've never heard of a brand operating system, and you want to get it set at the beginning to truly have the brand and business you've always dreamed of. Or I've had a lot of clients, 5, 10, even 20 years in business, come through to get a reboot and everything magically transform in their business. This will not only give you a competitive edge, but also establish you as a trusted authority in your area of expertise, right? So imagine having a brand that sparks fierce advocacy, raving fans, commands premium prices, and adapts agilely to market changes. Sounds like a dream, right? So let's walk back for a moment when I was talking to the other piece. Having the brand that is scalable, sustainable, and ultimately sellable. That is really what we want as business owners, right? First we want it to be scalable. We want to know that we can put part of our business on autopilot, getting those leads in, getting sales in, making more profit easily and effortlessly without constantly having to hustle. The brand operating system sets the stage to do just that. Next we want it to be sustainable. If you're like me, I like to take most of my summers off. I like to have time to spend doing the things I love. You want your brand to be sustainable, running behind the scenes so your team can help operate it without you. So when you have this brand operating system, your team has everything they need to run the brand behind the scenes. They understand your messaging, your visuals. There's no need to make these last minute decisions. Your launches are set up in advance. It's truly magical. And then last but not least, you want your brand to ultimately be sellable. Whether you intend to perhaps hand it down to a family member, like I may hand it down to my daughter, or maybe you want to sell it and make millions and have that be your retirement plan. Most people don't necessarily think of this step. And in order to sell your business, it needs to be an asset, a sellable asset. And the brand is the biggest part of your asset. Think about big brands out there. Some of them, yes, are selling certain things, you know, a proprietary process. But ultimately, you are selling a brand. And if you don't have this brand operating system in place, investors aren't going to touch it. Think about Shark Tank. You need that brand operating system. They're going to ask, what are the assets? What are the sales? What are all of these things? And without that, you're not setting yourself up for success and an eventual exit strategy. So that's kind of the cherry on the cake here, cherry on the ice cream, whatever that, whatever that phrase is, the cherry on top that, yes, you're going to have everything beautifully running behind the scenes. But don't you want to set yourself up for an eventual exit strategy? I know I do. So the first step towards this transformation is to take the brand operating system quiz. This is a new quiz that I developed that it's designed to help you uncover the key to your full potential to finding out what's holding back your brand operating system from functioning fully. So you can go from mundane to magic, messy to magic, or maybe kind of being in the madness cycle of going in circles and not knowing what's off with your business to magic. By answering just a few simple questions, you'll gain invaluable insights into your current brand state and understand how you're currently perceived by your audience. The quiz provides personalized results, pinpointing areas where you can amplify your influence, elevate your visibility, and attract more

of those perfect fit clients. It will help you identify the strengths and weaknesses of your current brand, allowing you to prioritize strategic actions to elevate your online presence. Again, whether you're a seasoned entrepreneur or just at the beginning stages of your journey, the brand OS quiz will offer actionable insights to refine your brand strategy, connect more authentically with your audience, and unlock new growth opportunities. And even more exciting, if you've been hitting an upper limit or a little bit stagnant, things have plateaued a little bit, this is going to be the key to unlock that to new momentum. Now let's dive just a little bit deeper into the concept of a brand operating system. So like your computer's operating system, it consists of various components working together seamlessly. So this includes your brand's core vision, mission, values, messaging, ideal clients, the strategies, the offers, everything else like how your naming conventions work, what is the client experience when they move through those offers, all of these little details that make your brand uniquely you. Because most likely, there's a lot of people just like you offering the same type of services. But I know that you have a magic process and you have a magic way of actually getting clients' results. But most often, that isn't showcased in a functional way through a brand operating system. And that's what holds people back from really truly getting the success that they crave and desire. So even if you're like me, and as a boutique business, I haven't put a lot of time or effort into growing an audience, even though I don't have a massive audience, I've positioned myself as an authority. I've been featured in Forbes magazine, I've been a contributor for Entrepreneur magazine, I've spoken on tons of stages within masterminds, all of the things, and I have tons of raving fans and hundreds of people that I've put through my branding process. So again, no matter what stage you're at, whether you have a massive audience, but things are no longer working and you need that reboot, or you're like me and you've had massive success, but you haven't gotten as far and in front of as many people as you can. Once you engage this brand operating system, you can truly start moving to that next level in your business. And here's where it gets really exciting. When these components are aligned and functioning optimally, you create an ecosystem of your brand that not only attracts, but retains your ideal clients. It creates a cohesive experience where every touch point with your audience feels consistent and authentic. And there's actually three types of brand operating systems that most likely you currently have. And these types are designed to give you a clear picture of where you stand and what steps you need to take to elevate your brand. So if you're curious about what these three types are, you're going to have to come back next week to learn all about them. In our next episode, we'll dive deep into each type, what it means for your business and how you can leverage your specific brand operating system and give it a tune up to achieve greater success. But why wait? You can go ahead and take the quiz right now to discover your brand operating system type and start making those impactful changes right away. Don't miss this opportunity to transform your brand and business. Click on the link in the show notes to take the brand operating system quiz now and discover how to create a magical brand experience that captivates your audience and propels your business to new heights. Thank you for joining me today in the Your Legacy Brand Podcast. Stay tuned and we're going to keep exploring this concept of your brand operating system and how it can change your business and ultimately your life. 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. 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 that you need your legacy?