

S2: E90: Make Your Message a Movement Without Relying on Social Media and Outdated (Bro) Marketing Tactics That Don't Work

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. Hi there, legacy builders. Today we're diving deep into something that I truly believe has been on the minds of so many heart-centered entrepreneurs. How to make your message a movement without getting lost in the social media vortex or relying on outdated, pushy marketing tactics that don't work anymore. So two things. What do I mean when I say make your message a movement? That can actually mean multiple things, depending on who you are. You may be a person who has a vision of reaching millions of people. And that's amazing. I've helped many clients do that. Like my client Selena Su, whose actual program was called Impacting Millions. And or you might be like me and you don't really want to be quote unquote famous or be known by everybody. I prefer to stay behind the scenes and really work my magic in promoting other women. But I'm still creating a movement with my message as I grow and expand. And as I create a community and as I create a ripple effect because the women that I help support create their brands, their marketing messages, when they're impacting the world, that creates a massive ripple effect. So ultimately I am touching millions of people. It might just not be directly. So what is that for you? What do you really want? And there's no right answer. It's what feels right for you. So let me take you back to when I was just starting in my business about five years ago. I was overwhelmed by the constant noise on social media. Everyone telling me that I had to boast daily, be on every platform and hustle nonstop. But something didn't sit right with me. I knew there had to be a better way, a way that aligned with my values and my mission to create a lasting legacy without burning out. One of the reasons I left corporate was because I burnt out. So that's when I decided to ditch the traditional tactics and create a movement around my message without that burnout and without compromising my integrity. What I did was began to focus on pull marketing as opposed to push marketing. So if you're not familiar with those terms, sometimes it's called inbound, outbound marketing, but basically push marketing is trying to force your message on your audience. It's what we call row marketing in a lot of instances, right? Pushing people to buy before they're ready, manipulation tactics. You know, a lot of people will say you are, you know, serving them if you have sales calls and pressure them to buy. I don't buy it. Basically that feels overwhelming, not just for your audience, but for you too. It's very masculine. Now of course, I believe in blending masculine and feminine, you need to do that in business because if you only go with your feminine energy, you're not going to make the impact and income that you want to because you're not going to have systems in place. You're

not going to have the drive and the ambition, right? However, if you're too much in the masculine, you're going to burn yourself out and you're most likely going to really push people away. So push marketing is supposed to be, you're pushing your message on people to then pull them in. Really, most of the time I found it just pushes people away because people are more indoctrinated to the idea that these marketing messages are selling to them. Everybody knows when they get on a workshop, there's going to be a pitch at the end. And that's okay. We're supposed to do that as marketers. However, when it's salesy, it feels sleazy, more and more people are running away or not even signing up in the first place. And I don't know about you, but I'm seeing this big shift online. A lot of people are scrambling because what used to work isn't working so much anymore. So pull marketing, on the other hand, is all about that attraction. Now it's not necessarily law of attraction, although I do believe personally that can absolutely play a part. Your energy of you, of your brand, means everything for the attraction. But there's also actual tactical pieces as well. So again, blend of the feminine and masculine, but it's not pushing them to buy before they're ready. It's being okay with allowing people to work on their own timeframe. Because I truly believe everything happens in divine timing, and when the time is right, people will know it. They're going to feel activated. And I don't know about you, but I don't want people in my programs and on my platform that feel forced and may not even really want to be there or have regrets. I love working with people who are ready to go. They're eager. They're passionate. They're on fire. And that creates a really passionate and amazing community. And if you look inside my community, we host our community on an awesome platform called Heartbeat to get off of social media. The energy in there is never crazy like it is in a Facebook group with people posting all the time. It's quieter, but it's also very intentional. It's very encouraging and engaging, and it just feels good. And that's what makes all the difference. So that pull marketing, again, is drawing people in by creating valuable, engaging content that resonates with them. They come to you because they see the value in what you offer right up front, not freebie grabbers trying to get what they can and then ghosting. And it's much more sustainable and fulfilling this way of growing your business. So when I shifted my focus to this pull marketing, everything changed. I stopped feeling like I had to chase clients and really started attracting the right people at the right time who are aligned with my mission and ready to engage with my brand. And that's what I want for you. So stick around because we're going to keep talking about this. And I have a way that you can actually begin to take the steps for your own pull marketing. So stay tuned for the end. And you know, this isn't just about me. I also want to share the story of one of my clients. So Sarah had gone through my Legacy Brand Foundations program. When she came in, she was feeling so overwhelmed and frustrated with her marketing experts. She was spending hours every day on social media trying to push her services, but the results were minimal. She was pushing, pushing, pushing, and it just wasn't working. But within a few months, actually during the program, she started to shift her messaging. She started to shift her energy and she started attracting more ideal clients without that constant hustle. Her engagement increased. She was able to go on social media less and she felt more connected to her audience than ever before. And of course, when we feel that connection with our audience more, they're going to feel it too. Now going back to myself, I remember the days of trying to do it all. Like I said, posting constantly, following trends, trying to figure it out, and still not getting the results that I wanted to. And it was frustrating. I mean, I came from a marketing background working with Fortune 500 brands like Burt's Bees and

Adidas, and I was like, why can't I figure this out? It's because we have no control on the social media algorithms. And yes, there's ways to cheat it. There's a lot of social media experts teaching this out there. And there are people who still have thousands or millions of raving fans on social media. And it is a tool that you can use. Don't get me wrong. So if you love social and you're like, I don't really want to get off social, do it. This is the whole point of having a brand that works for you. Your brand operating system is something that you create, and it works for you. Now personally, I feel like a lot of social media is like this popularity contest. People are kind of posturing. It's very performative, especially on Instagram. Now I also think that it's important for us to be on the platforms in some capacity so people, if they're searching for us, can see our credibility, can see that we exist, can learn a little bit more about us. But it doesn't mean that you have to be there all the time, and it doesn't mean you have to be on every platform. My specific way that I started my business was all on Facebook five years ago. Things have shifted. Facebook, I believe, isn't working as well for business anymore, and I've left almost completely. I actually, my last post was on June 1st. We're now, I'm recording this episode on August 9th. So I've been off for over two months. Hasn't changed my business. Now I will go back on. It was an experiment. I will probably post a little bit, but I really haven't. Same with Instagram. I post two times a week, maybe, sometimes three, and it's usually my team posting my content for me, unless I feel like doing a video on my own. Now personally, I've been liking LinkedIn a lot, so I've been playing more in that playground. I couldn't stand it for the longest time, right? Because when I left corporate, I was like, ah, this is the corporate platform. I want nothing to do with it. But that's all shifting. So again, what does that look like for you? You get to decide. So now, once you've refined your messages to use pull marketing, the next step is to ensure that you have a solid brand operating system in place, or what I call it is the brand OS. This system is crucial because it allows you to create content on demand using your unique brand voice. It takes the guesswork out of your marketing efforts and ensures that everything you put out there is consistent and aligned with your brand values, and doesn't mean you have to be on social media. This could be on your own podcast, speaking on stages, speaking on other podcasts, using it on Pinterest, using it in your website, and using SEO as a traction method. There's so many methods that don't necessarily require social media. So your brand operating system includes things like your brand strategy, your messaging, your brand guidelines, your brand manual, and so much more. These elements work together to create a seamless process for generating and distributing the content that attracts and nurtures your ideal clients, and helps you easily delegate to your team because you have a solid system in place. So really, it saves you so much time and priceless energy and money because you're not constantly trying to reinvent the wheel. It's been such a game changer for myself and for so many of my clients. And with a well-established brand operating system, you can create content that not only attracts your ideal clients, but nurtures them over time. So I want to tell a quick story of one of my clients. She lives in New Zealand. And she came to me, and she's like a money mentor. And she was like, OK, I really like most of my brand. I feel like my visuals are kind of good, although we did end up redoing her visuals in the end. But when she came to me, she was thinking the one thing that really stood out that was not aligned in her business was who she was attracting. She was attracting quite needy people who were very much stuck in lack. And it was a lot of hard work to move them through to the other side, right? And what she really wanted to do was move through people who weren't getting the results, but they at least

had a positive mindset. They weren't stuck in lack. So she can move them through her process much faster and help them get results much faster and also get those amazing testimonials that all help with pull marketing. A huge part of pull marketing is using testimonials and other people's message about you as well. So when we went through her brand, I realized that she was using a lot of those kind of salesy bro marketing tactics, such as you open your bank account, and it's always at zero and blah, blah, blah, and really pushing the buttons of the pain, which so many marketers teach us to do. Now I'm not telling you that you should never talk about people's pain because you do have to remind them where they're at to then show them where they want to be. But there's a much better way of doing it. So we shifted her messaging more to this pull marketing rather than push marketing, really aligning people with the idea of the outcome where they're going to be and shifting the messaging at the beginning more to meeting with them where they're at in the mind of the ideal clients that she really wanted to serve. And it's been amazing. It was about three years ago we worked together and she came back and she said, Tiffany, it's like night and day. I love the women I'm attracting. It's like my soul sisters. It's been so fun. And it was with that one tweak in the messaging. So really, the brand OS system gives you the freedom to reduce that reliance on social media, not have to use those icky sales tactics or messaging tactics. And instead of feeling pressured to post constantly, you can rely on more strategic and rewarding that are less overwhelming. So imagine having that system that works for you rather than the other way around. Freeing up your time to focus on what truly matters in your business. Like Corinne that I was just talking about. She loves her horses and so she's out there riding her horses and serving women on a deeper level rather than always trying to scramble. So again, when you invest in building a strong operating system in your brand, you're not just thinking about today. You're setting the brand up for long-term success. So this is for people who are playing the long game like myself. Business is not an overnight success like we've been sold online. You can't just sit on the beach and use manifestation techniques to come in. Again, those are powerful. It can help you progress faster, absolutely. And you need to do the work. You need to use the right messaging and have systems in place, which really ties back to the idea of a blueprint. A brand OS is creating a blueprint specifically for your brand, not using archetypes and using a formula that somebody else created. It's really rooting down into what do you want? How do you want to show up? What do your people need to hear, right? And so when you move into that, then it's creating that blueprint for your brand that can adapt and grow with you. It will evolve with you. So this also ties back into my favorite thing, which is the idea of legacy. Your brand isn't just about making money or gaining followers. It's about creating something that lasts, something that will continue to make an impact long after you're gone. I don't know about you, but I really hope that somebody comes back and stumbles around this podcast and it serves them way down the line. What you're building is a brand that stands the test of time, a brand that leaves a legacy. And this is possible when you focus on the combination of pull marketing and build a robust brand operating system. So I'd love to hear from you. This is a new concept that I've put out these last couple of weeks. I'm curious what challenges you faced in your marketing, what successes have you celebrated? How does the concept of a brand OS settle with you? How does that feel when I explain the concept of the pull marketing and the brand OS together? I'd love to hear from you. You can message me on Instagram, which I don't go on often, really preferably LinkedIn, or shoot me an email at supportatyourlegacybrand.com. I really want this to

be an open discussion and any questions that you have, I'd love to serve you. So to recap today, we've explored how moving away from bro marketing, really that push marketing and embracing pull marketing instead can transform your brand and your business. We discussed the importance of having a solid brand OS in place to support your efforts, really helping you create that consistent impactful content that attracts your ideal clients, builds your legacy, and of course also increases your income. And I'm not talking about revenue here, we're talking about profit. When you have a brand OS in place, we're looking at the bottom line cash flow, how can we make better systems so you're not just making good revenue, it's going in one door and out the other, you're actually making profit in your business. So next up, if you're ready to really stop that hustling and start building a movement that truly aligns with your values, I want to invite you to join my upcoming workshop series, which is aptly titled, Make Your Message a Movement Without Relying on Social Media and Outdated Bro Marketing Tactics That Don't Work. It's actually the same title that I decided to use for this episode. So if this resonates, I'd love to work with you hand on hand. It's a three day workshop series, we're really going to dive deep into your business to redefine the way that you approach your messaging, your marketing and your sales, which are really the most important core elements in your brand operating system. So we're going to look at refining your purpose, the vision of your core brand OS, understanding your people, like I mentioned with Corinne, really who are these people that you'd love to work with, not just who maybe could use your services, not that wide open casted net, who when you close your eyes and envision it, would you just love to work with. We're going to craft a powerful belief bridge and really develop a clear understanding of your ideal clients by doing various exercises together. And last, we're going to perfect your pitch. And this isn't your pitch, your sales pitch, this is really a concept for compelling aligned lead magnet that effectively pitches your brand to your ideal audience. Because once we get that clarity on your purpose, we can then get more clarity on your people. And then ultimately we want to make sure that you have a way to capture their attention, whether it's on social media or not, to bring them in and have them wanting to work with you. And a lead magnet or an opt-in is so important. And I see too many women just throwing up a PDF or having a meditation and having these same old tools and wondering why nobody's opting in. It's because it's not necessarily pull marketing and it's not necessarily innovative enough to capture people's attention. So all of this together will help you be ready to better showcase your expertise, engage your audience more meaningfully, and of course, boost your conversion rates. So if you go ahead and use the code word legacy, this \$97 workshop is only going to be \$7 because you're such a valued listener of this podcast. I really appreciate you being here. So hop on over to the show notes, grab the link to sign up. We're going to work together in an intimate container, one-on-one in a small group setting on this. I can't wait to support you and really shift the way that you're looking at your brand and your business, shift the way that your audience is looking at your brand and your business, and really take a lot off your plate so you can have a more easeful business building landscape, basically. All right, I hope you have a beautiful rest of your day. Make sure you join us next week as well where we go a little bit deeper into the three core elements of your brand OS, which is that purpose, people, and pitch. We're going to talk about those on a deeper level so you have a better understanding of what they mean and why they're so important. Talk soon. 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's monument, but what is woven into the lives and hearts of others. What are you doing today to inform others to lead your legacy? 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 about in the future. Remember that what you leave behind.