

S2: E91: Is Your Brand Missing These 3 Core Elements?

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, legacy builders. Today we are diving back into the heart of what makes a brand not just successful, but truly impactful. I'm going to get right to the point with sharing the three elements that we're talking about today. If your brand is missing these three core elements and or they are not fully locked in and locked down, you're going to experience basically not having the results that you truly want to have in your impact, your income, and your inspiration. Those three core elements are what I like to call the three P's, purpose, people, and pitch. And they may not be exactly what you're thinking when you hear the words, so stay tuned to get clarity and integration of how these elements can make or break your business results. So these three P's are really the foundational elements that drive everything in your business, from your marketing strategies to the way you connect with your audience. And guess what? They're also the core focus of my upcoming workshop series. So if you've been feeling a little lost or really you just want to take your brand to the next level, this episode is for you. Before we dive into all of the details, I want to share a quick personal story. When I first started building my brand, I knew I had something so valuable to offer. But even as a brand strategist, I struggled to communicate it in a way that really resonated with my audience. And I also wasn't 100% clear on who my audience was. I was working hard, following all the guru's advice, but something wasn't clicking. That's when I realized I had to treat my business just like the Fortune 500 companies I worked for when I was in the corporate world working as a creative director. When I reached back into that world and pulled out all of my tools and applied them to my business in the online space, I realized that most small business owners and online business owners, we tend to think that we don't actually need a brand strategy or a brand operating system because we're not a big Fortune 500 company. But that couldn't be further from the truth. I actually think we almost need it just as much or more than these big corporations. Because in corporate, there are entire teams dedicated to messaging, branding, and marketing. Those big companies would spend millions of dollars a year on me as a brand strategist, on their marketing messaging, right? And obviously, as smaller business owners, we don't have the capacity to spend that much money. I get it. The thing is, as solopreneurs and small business owners, we are managing this on our own, maybe outsourcing it to some contractors, and maybe some of us have some employees. But the thing is, is that we don't have a massive team working on these things. So it gets even more important for us to have clarity, not only for us as CEOs, but to be able to pass down to those contractors, those team members. So we don't have to spend all of our time, energy, and money

spinning in circles, trying to constantly reinvent the world, the whole world and wheel of our messaging and our brand. I've seen so many people who are constantly trying new things, experimenting, putting out all these new offers, putting out all these new marketing messages. And all that does is really push your ideal clients away from you because it's confusing them. Not only are they confused, but your team's confused, you end up confused. So what I really want to talk about today is how you can really streamline your brand. And again, your brand is so much more than logos, colors, and fonts. You've probably heard me say that by now. You may have heard other people say that. And of course, those things are important. They're often the first interactions that people have with our brand. However, it's really the underlying brand operating system that's running behind the scenes that makes all of the difference. And I guarantee you, those thought leaders you look up to, Tony Robbins, Marie Frolio, Brendan Bouchard, Mel Robbins, Brene Brown, whoever resonates with you, they all have brand operating systems. Now you may not be at that level yet, but the brand operating system is the thing that will help you get there. So what I realized is that I needed to get crystal clear on my purpose, understand exactly who my people were and what motivated them, and deliver a pitch. So basically, we'll talk about what that means in a minute because it's not a sales pitch. It's probably not what you're thinking, that they couldn't resist. And not high level. I mean, getting the details down. A lot of people say, well, I know what my purpose is, or I've done ideal client exercises before, or I already know what my pitch is. But do you really? How is that working for you? If you've got it nailed down and all of those things are working for you, keep listening because you'll learn more because I do things very differently. However, most likely one or all of those areas are not as locked in as they could be. And you'll know this by the income flow, the cash flow that you're receiving, the amount of people that you're capturing as leads, how those leads are. Do you love the people that are coming to you? Or are some of them not your favorite people and you're allowing them to come in in clients because some money is better than no money, right? And so many of my clients have been there, done that. The thing is, when we shift that, it's a turning point. And it was a turning point for me. And I want to help you find that same clarity and success for your brand and business. So let's go a little bit deeper. Why are these three Ps so important? What are they and why are they so important? The first one is your purpose. So of course, we all know, you know, Simon Sinek's start with why. It's the reason you started your business in the first place. It's what drives you to get out of bed in the morning, even when things get tough. But it's not just about your personal motivation. Your purpose is also what sets you apart from everyone else in your industry. It's the unique value that you bring to the table. So I once worked with a client who had an incredible product, but their business was really struggling. They couldn't figure out why. They were all over social media. They were pushing content out. Nothing was working. Part of the problem was their purpose wasn't clear. It wasn't clear to them, and it certainly wasn't clear to their audience. And I really see purpose as being a driver in today's marketplace. You used to be able to talk about the product, talk about the benefits, talk about the outcome, and people would sign up. Now your purpose, the why of what you're doing it, it's not just about the who, the what, the how, it's about the why. And we can see this in the corporate world with brands like Patagonia, Ben's and Jerry's, Be Certified Corporations. People want to really work with other people who are clear in their purpose, making a difference, and really in integrity, right? So when I worked with these clients, we dug deeper and uncovered their true purpose and started sharing that as part of the messaging.

They were able to communicate their value more clearly. They finally started attracting those clients they loved working with, not the needy ones anymore. And they were really able to grow their business in a way that was more authentic and fulfilling. And this was actually a product-based business. So I work primarily with online service providers, coaches, strategists, thought leaders. But it also works for product-based businesses because you can sell a widget and that works, but your purpose is going to take it further. And it's easier to sell a widget or a product that actually serves a need more so than even selling coaching and service. So it only becomes that much more important to share your purpose and be very clear about it. So in this upcoming workshop series, we'll be spending time dedicated to uncovering and refining your purpose and your big vision. We're going to go way beyond the surface level to help you discover what truly drives you and how that aligns with the impact you want to make in the world. So by the end of the first session, you're going to have a clear, compelling purpose statement that not only resonates with you, but also with your audience, as well as a clear vision for how you want your brand to look, feel, and operate. So as a big thought leadership brand, whether you want to be serving millions of people or like me, you like to be behind the scenes and be known kind of as the secret weapon, whatever that is, we're going to envision what that looks like for you. Next up is the people. And you know, this is obviously, you've probably done some sort of work around this in your business, but I find so many people do this wrong. Okay, I do ideal audience. What's her name? What's the age? What's the demographics? What magazines does she like? What food does she eat? It really doesn't matter. That's not what we need to be looking at. And I'm here to flip that script and let you know that most ideal audience avatar worksheets and frameworks are a bunch of junk and it's not serving businesses. We really need to look at like who these people are, their psychographics, what they need, what they want, what their true underlying desires are. Because if you don't understand your people without them, your business doesn't exist. Your audience is not a demographic. It's a community of individuals with unique needs and dreams. And so often this is where people and other experts tell you to niche down and get really clear and it's hurting your business. Now I'm not saying you can talk to everybody because that doesn't work either. So there's this sweet spot in the middle that we want to reach. And I've seen businesses flounder because they were trying to speak to everyone instead of focusing on their ideal clients, right? So we want to really look at deeply understanding your people, those people that need your services that you can't wait to work with, and how your products, services, and content can truly meet their needs and desires. That's what makes the difference on them taking action. So take a moment to think about your own audience right now. Are you really clear on who your ideal clients are? Have you truly connected with their needs and desires? And again, so many of my clients have come into the branding process saying, well, we can skip this part. I've done ideal client work before. I guarantee you this is going to be a game changer when I'm going to share with you. During the workshop series, we're going to dive into who your ideal clients really are. We're going to create detailed exercises, basically, detailed outcomes that will help uncover how to guide them through the process and meet them where they're at, okay? So you can articulate what you do clearly, and they will become so beyond excited with working with you. This helps you get messages like, I am so excited to work with you, I can't even sleep. I've literally gotten messages like that. And it's so fun. It makes doing my job so much more fun when you have people signing up to work with you so excited because of how you've guided them through the

process, rather than forcing like, your world's going to end, you know, all of the pain points. Like I've said earlier, you still need to talk about those pain points, but you're guiding them through in a really beautiful, kind, loving way. So they understand how you can truly benefit them, the value that you're truly giving them, and ultimately, that you're there to hold their hand. You're not just going to sell them some course that's going to sit on a shelf with no results, right? And if that's you, if you have courses that people just sit on their shelves, then we will need to look at that too. That's a side note though. Okay, so the last and final core element that we're talking about today is pitch. Now this is actually, I'm looking at this as the initial pitch that you give to somebody. This isn't a pitch on a sales call. This is your lead magnet or your opt-in for your audience. It's the very first touch point that most people are going to have with you, and it's the most important because it's the first impression that they're getting of you, right? So when we think about a customer journey, the first step is their awareness. They're aware of you. Then we guide them through the process of what we were talking about earlier, right? They get to know your promise. They get excited. You show them that you understand their true values, their needs. They get indoctrinated to your work and how it can serve them, then next you need to invite them into something that's going to blow their mind, right? PDFs, five-minute meditations, these simple lead magnets and opt-ins that used to work are not cutting it anymore. There's way too many people, way too many options. People's time is short. We need to have something that truly serves them. So we're going to talk about what are new and innovative, you know, lead magnets and opt-ins, first of all, and then do some workshopping to determine what works best for you and your ideal clients. So think of it as a Venn diagram where the sweet spot of like, what would you love to create, what feels good to you, with what would really serve them, and what are people going to be excited about, right? So this is showing them the value and the transformation that you're promising them in exchange for their attention and their information. If you want to get their email address, you need to really offer something valuable. Your initial pitch is what compels them to engage with your brand, and it needs to be an irresistible offer that they can't say no to. So I've worked with so many entrepreneurs who've had great content, but it struggled to convert. Now, first of all, we got to get your content great and your initial messaging great because then people aren't even going to like look at your opt-in. So that's the first two Ps, right? And there's a lot more, which we'll also cover in the future. But we really, once that core content is great, or maybe yours is like, you're like, yeah, I'm attracting, I like, I'm, I think my content's really good, but it's not converting. This is where we want to look at next, right? It's very common for people to have great content, but not conversions. And this is because their pitch isn't clear or enticing. So once we redefine their lead magnet to offer a clear, compelling pitch that's innovative and exciting, then engagement and conversion will skyrocket, right? So this could be so many different things, which we'll get into on the workshop. But when people know exactly what they're getting, why it's valuable to them, and they know that they're going to get an outcome that's valuable just from signing up for a free opt-in, that's the game changer, right? So what is your lead magnet currently? Is it clear and compelling enough to make your audience be like, I need this, I can't wait to jump into this. If not, that's okay. It's common, but we want to think about what is that for you, okay? So again, in the workshop series, we're going to help you craft a pitch mechanism that resonates with your audience. We'll work on creating a lead magnet that offers real value, speaks directly to your ideal client's needs, and motivates them to take action. So by the end of this third session in the workshop

series, you'll have an idea for this lead magnet, have it named. We won't have time, obviously, in a quick workshop for you to actually create the lead magnet, but you're going to have this clear idea of what it is so you can finish up and go ahead and execute it right away. This will not only attract those leads, it'll build trust, it'll encourage conversions, and it sets the stage for a very long-term relationship, right? That's what's so beautiful about it. Now, the cool thing is on the workshop series, you're going to be surrounded by other women business owners that are working through the same things. So it organically offers you market research. Not only will you get my input, but you'll be in our community tool heartbeat and on our live sessions with ideal clients, most likely. So you can share your ideas for your lead magnet, your purpose, and your ideal clients, and get active feedback from other women at the same time. That, my friends, is priceless. So before I give you the details of the workshop, I want to talk quickly about how these three P's tie into your bigger picture brand operating system. So if you've been listening to the podcast, my new concept is the brand operating system. So my core, really behind the scenes, actually trademarked process is legacy brand, right? Your legacy brand, the legacy brand method. You've probably heard me talk about this before. What I realized in my own brand and business is I had the method. I've had hundreds of people go through it with epic results. But what I didn't have was the actual how. I never really articulated the how well enough. And I'm just being very transparent here. And it's things that I help my clients do all the time. It's hilarious, right? Sometimes we help our clients and then we don't have the thing for ourselves, right? So what I realized was, okay, the what is legacy brand method, the outcome is there of completely game-changing businesses through branding, but we didn't have the how. So really the brand operating system is the how. It's what we install into your business to make these massive transformations, okay? So think of your brand operating system as the engine that drives everything in your business. It's the system that ensures consistency, clarity, and alignment across everything in your brand, your offers, your naming conventions, your personal title, your social media, your website, right? And the purpose, people, and pitch are the three core elements that fuel the brand operating system. So when these elements are aligned and integrated into the entirety of the brand operating system, it will create a powerful, cohesive brand experience that resonates with your ideal clients and really drives the results, drives your wealth, drives your impact. So without these three elements, your brand operating system can't function. Now, there's a lot of other pieces to the brand operating system as well. So in the workshop series, we'll not only work on refining the people, the purpose, and the pitch, we're also going to show you what all the other elements that you should be thinking about in your brand are, and then talk about how to integrate all of the elements into your brand operating system. So what we're doing in this workshop is really focusing on the three core elements, and then we're going to talk about how that all works together. This way, you're going to walk away with a clear roadmap for how to implement and maintain these elements in your business moving forward. This isn't just education where you're going to learn and get pitched at the end like a bro marketer. This is hands-on working together where you're going to walk away with tangible results, and I'm so excited to work on this with you. So if you're serious about building a brand that not only stands out but allows you to be social media optional, ditch those icky bro marketing tactics, and really get results, getting these three core pieces are going to help you set the foundation for that to happen. So simply go to the link in the show notes, sign up, and the cool thing is the workshop is \$97, but I wanted to reward you for being a valued listener of

this podcast. So use the code LEGACY, all caps, so L-A-G-A-C-Y, and you can get in for only \$7 as my gift to you today. Now, so you know, this is not just for new business owners. I really want it to be accessible for all, but whether you're new or in business or already an established thought leader, I've worked with people who are starting out all the way up to seven, eight figure business owners in redefining their brands. So whether you're new or looking to take your brand to the next level, this workshop will give you the tools, the insights, and the support you need to build a brand that truly reflects who you are and the impact you want to make in the world. And I don't want you to just take my word for it either, right? I don't want to just be here singing my praises without telling you how this actually affects other people. So one of my favorite testimonials comes from my client, Catherine, who is a money expert. And she said, working with Tiffany on defining my brand was the biggest game changer for my business. I finally understood how to connect with my audience in a meaningful way, clearly speak about what I do in the world. And this actually allowed me to have my first \$30,000 week during the process, just from switching a few of my core marketing messages. That's pretty powerful. And that was just the beginning of our work together. That wasn't even once she had all the brands completed. So think about what's possible when you go all in on shifting your brand operating system. Okay, let's wrap it up. To recap, we went over the three P's today, purpose, people, and pitch. These are the core elements that drive your brand success, the foundation of your brand operating system, and the key to building a brand that resonates, connects, and converts. Make sure you join the upcoming workshop series. We're going to go into all of these elements like we talked about today. And don't wait to sign up. We're also going to have some bonus trainings before these trainings happen. So secure your spot in the workshop today, and let's start building the brand of your dreams. Can't wait to see you on the next episode and hopefully on the workshop. 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 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 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 leave your legacy?